

ADVANCED MARKETING

Course 2012

THE DAY BEFORE MARKETING MIX

FOREWORD

In order to discuss the advanced topics of marketing should be known and understood the fundamentals of marketing management and marketing strategy. The first part of the course will involve students in analysing and discussing the pillars of marketing management.

CONTENTS

- Buyer behaviour
 - Functional, social and psychological decisions
 - Consumer behaviour and industrial buyer behaviour
- Market analysis
 - Market dimensions and targeting
 - Segmentation and positioning
- Marketing mix strategies
 - Marketing mix Components
 - Marketing mix integration
- Marketing planning
 - Strategies and Marketing plans

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FOREWORD

Marketing paradigms are recently found unable to identify and select suitable tools for managers and scholars in understanding the behaviours and the wants of the consumers, in order to develop effective marketing strategies fitting with the market dynamics. The course aims to explore innovative marketing approaches, beyond the dominant marketing culture based on the Kotler's marketing mix and marketing management paradigms.

CONTENTS

- From marketing mix to customer led marketing
 - Why marketing mix paradigm is losing effectiveness
 - Changes in market structure and relationships
 - New consumer's attitudes and wants: the hybrid consumer (can we still call him/her consumer?)
 - Post modern marketing as a management approach
- Tribal and community marketing
 - Communitarian vs. individual marketing – the Mediterranean answer
 - The invading customer

- Marketing and technology
 - Mutual relationships changing the traditional marketing rules
 - Technology and the power of the market
 - Technology readiness
 - New rules for marketing in the web
- Cross cultural Marketing strategy: structures, cultures and societies
 - Cultural differences and commonalities as market drivers
 - Markets, societies, cultures and business behaviour
 - Case history: Is China close to us?
- Creativity and arts as marketing tools
 - Moving away from the myth of the detail perfection

ASSIGNMENTS

The students should write a paper on marketing themes, to be submitted (deadline September 2012) to the XII International Conference on Marketing Trends, January 2012 Paris.

Oral examination about course topics

REFERENCES

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