**Scheda insegnamento**

**Modulo di “Marketing”**

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|  | **Italiano** | **English** |
| **Docente/Instructor** | Marina Gigliotti | Marina Gigliotti |
| **Titolo/Title** | Marketing | Marketing |
| **Contenuti/Contents** | **Come progettare la ricerca in marketing**  **Focus sul comportamento del consumatore**   * Prospettive teoriche positiviste (razionale, comportamentale, cognitivo) * Prospettive teoriche non positiviste o interpretative * Fare ricerca sul comportamento del consumatore | **How to design research in marketing**  **Focus on consumer behaviour**   * Positivist perspectives (rational, behavioural, cognitive) * Non-positivist or interpretative perspectives * Doing research on consumer behaviour |
| **Metodologia/Method** | * Analisi teorica * Discussione di papers * Discussioni in classe o realizzazione lavori individuali | * Theoretical analysis * Discussion of scientific papers * In class discussion or individual assignments |
| **N. Ore/ N. hours** | **6** | **6** |
| **Mese/Month\*** | **Maggio/Giugno** | **May/June** |
| **Curriculum** | - E&B | - E&B |
| **Testi di riferimento/ Suggested readings** | * Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). Market research. *The process, data, and methods using stata*. * Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. * Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9(2), 132-140. | * Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). Market research. *The process, data, and methods using stata*. * Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. * Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9(2), 132-140. |

\* For details, please, refer to the calendar available at <http://dottorato.ec.unipg.it/it/>