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