

# MARKETING & INNOVATION



UNIVERSITÀ  
DEGLI STUDI DI TRIESTE

**Prof. Donata Vianelli**

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**Office hours: Monday 10.00-12.00**

**My office: Via dell'Università 1  
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**Prof. Iyer Vish**

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# Enrollment and schedule

How to enroll in this class (TBD before October 12):

1) Fill the following questionnaire:

[https://it.surveymonkey.com/r/Marketing\\_Innovation\\_2015\\_2016](https://it.surveymonkey.com/r/Marketing_Innovation_2015_2016)

2) Register in Moodle: <http://moodle2.units.it/?lang=en>

When you want to take the test, register on ESSE3 (the enrollment will be possible only in December

Class schedule:

Monday: 13.00 pm - 14.30 pm (Room PT – Univ 1)

Wednesday: 11.00 pm - 14.00 pm (Room PT – Univ 1)

Friday: 10.00 am – 13.00 am (Room PT – Univ 1)

# Course material



For the book:

- 1) get into [www.cengagebrain.co.uk](http://www.cengagebrain.co.uk) website
  - 2) ISBN: 978-1-285-42977-9 (Pride/Ferrell - 6th edition)
- The price is £34.58

The slides will be all available on Moodle 2



## Learning Objectives and Final test

- Only for students attending the course: see Syllabus provided by Prof. Iyer Vish – the tests will be every week and open book
- For students not attending the course or failing the tests during the course, the written test will be based on multiple choice and open ended questions:
  - 30 points based on the written test. No open book
  - The test is divided into **two parts**:
    - The **first part** contains **3 questions** focused on topics that you should know because they are fundamental in the knowledge of marketing.
    - The **second part** contains other questions on specific marketing topics. If you do not answer correctly to the first part, you have to retake the exam.

# Tentative class schedule



- October 5
  - October 7
  - October 9
  - October 12
  - October 14
  - October 16
  - October 19
  - October 21
  - October 23
  - October 26
  - October 28
  - October 30
  - November 4
  - November 6
  - November 9
  - November 11
  - November 13
  - November 16
- Prof. Iyer Vish: tests everyweek
  - Prof. Vianelli: final test on November 16



Question?