

SUPSI

Humanistic Marketing

Modulo breve

Presentazione

In recent years, marketing strategies have focused on B2B (Business to Business) and B2C (Business to Consumer) segments. We believe the best way to stand out in the market today is to give people what they want, and this is exactly the kind of approach offered by Human to Human (H2H) Marketing.

Descrizione

The great revolution in contemporary marketing is understanding and sharing the sensibilities and worldview of the individual it addresses. It is increasingly evident, there is an emerging need for a new relationship, one that promotes connections between people. There is a need to take note of the changing marketplace and lead clients to manage it through skills and strategies that have competitive edge. Prominent among these is the ability to place the customer at the center, to look at the customer as a person. Implementing a new way of training, leading them to acquire those skills that are essential today to live and operate in this scenario, such as the ability to manage new digital technologies, to think outside the box to arrive comfortably at innovative solutions, to be flexible and open to change. In the context in which people are returning to the center, there is a need for interconnection and simplification, as well as those related to protecting the environment in which we live becomes equally central. So, if it is important to take individuals into account, it is also important to consider other current issues such as Technology, Sustainability, Design Thinking, and Digitalization.

Programma

Nov. 24, 2022 13:00-17:00 Lugano, and streaming

13:00 Ivan Ureta The Application of H2H Marketing
13:30 Alessandro Merli Beyond 2022 - sociological and socio-economic developments
14:30 Waldemar Pfoertsch The Genesis of H2H Marketing
15:30 Federico Gavioli Medtronic H2H Marketing applied
16:30 Philip Kotler My Life as a Humanist and Q&A
17:30 Reception

Dec. 15, 2022 13:00-17:00 Online only

13:00 Waldemar Pfoertsch The framework of H2H Marketing
14:00 Francesco Flammini Digitalization and Cyber-Physical Systems Interaction
15:00 Uwe Sponholz Methods and tools in Design Thinking
16:00 Angeline Nariswari Service-Dominant Logic: Theoretical Foundations and Directions
17:00 Theodore Panayotou Implications of Humanistic Marketing

Jan. 19, 2023 13:00-17:00 Bologna, and streaming

13:00 Fabio Ancarani Humanistic Marketing
13:30 Roberto Grandi Digital & Humanistic Culture in Bologna
14:30 Marco Zaffalon Artificial intelligence and Humanistic Marketing
15:30 Vivek Hattangadi H2H Marketing – From The Pharma Perspective
16:30 Round Table Humanistic Marketing
17:30 Reception

Responsabile/i

Ivan Ureta Vaquero
Fabio Ancarani
Waldemar Pfoertsch

Date

November 24, Manno or online
December 15, online
January 19, Bologna or online

Orari

The program consists of 3 inspiring sessions with the course faculty on Thursdays from 1-5 pm.

Luogo

Bologna Business School
Manno, SUPSI-DEASS
Nicosia, Cyprus International Institute of Management

Costo

- The registration fee for the program is 4.650 CHF
- Exclusively online participation in the seminar, via interactive Microsoft Teams connection, is equal to 980 CHF

Contatti

ivan.ureta@supsi.ch

Informazioni

SUPSI, Dipartimento economia aziendale, sanità e sociale
Stabile Suglio, Via Cantonale 18
CH-6928 Manno
T +41 (0)58 666 61 23
F +41 (0)58 666 61 21
deass.economia.fc@supsi.ch
www.supsi.ch/fc

Termine d'iscrizione

November 21, 2022

Informazioni di dettaglio

<https://fc-catalogo.app.supsi.ch/Course/Details/38038>

Link per le iscrizioni

<https://form-deass.app.supsi.ch/form/view.php?id=495600>