

COSMETIC INDUSTRY WORLD - LIUC 2016

Date	Time	Topic	Instructor
17-ott	14.00-17.00	Cosmetica Italia and the University: introduction to the course The cosmetic entrepreneurial system: strategies and structures of the company	Maurizio Crippa - Cosmetica Italia
18-ott	14.00-17.00	Statistics of the Italian cosmetic system	Statistics Department - Cosmetica Italia
24-ott	14.00-17.00	The organizational functions of the cosmetic company	Elisabetta Rivolta - Intercos
25-ott	13.00-18.00	Firm Visit - Framesi	Fabio Franchina - Framesi
07-nov	14.00-17.00	Measuring and analyzing social networks for communication of Italian cosmetic	Enrico Giubertoni - buzzes.eu
08-nov	14.00-17.00	Illustration of the herbalist channel in the particular articulation of the mono brand sales points: Bottega Verde case history	Benedetto Lavino - Bottega Verde
14-nov	14.00-17.00	Marketing for luxury cosmetic goods. Necessary tools to analyze the market	Filippo Manucci - Ales Groupe
15-nov	13.00-18.00	Firm Visit - ICR	Ambra Martone - ICR
21-nov	13.00-18.00	Firm Visit - Pink Frogs	Matteo Locatelli - Pink Frogs
22-nov	14.00-17.00	Illustration of the professional beauty channel articulated in the different service delivery points: Bioline case history	Tommaso Corradini - Bioline
28-nov	14.00-17.00	Marketing culture-based products in perfumery: the case of the Merchant of Venice	Marco Vidal - Mavive
29-nov	14.00-17.00	The self-regulation advertising for the best quality communication and The communication system in the cosmetic sector	Monica Davò - IAP / Benedetta Boni - Cosmetica Italia
12-dic	14.00-17.00	Mid-term scenarios of the global cosmetic market	Giuseppe Schirone - Prometeia