



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali



Corso di laurea in MANAGEMENT, MARKETING AND FINANCE

Consumers and Personas: Marketing and Financial Applications Meetings with professionals



INTERVENGONO

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ABSTRACT

Consumption, purchase, and the set of human economic and financial behaviors become increasingly central both in daily life and in corporate marketing, segmentation, pricing, and promotional communication processes. Within the lessons, professionals and consultants will testify about their practices and experience to provide students with updates on professional development opportunities regarding consumer/financial behavior and digital marketing.

Gli incontri sono online ed interni alle lezioni di «Psychology of Consumption and Financial Behavior», Prof. Massimiliano Barattucci.

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IN COLLABORAZIONE CON

