

LIUC - The Italian cosmetic sector

october/november 2015

Date	Hours	Title
12-ott	3	Introduction to the Italian cosmetic system
13-ott	2	Statistics of the Italian cosmetic system
19-ott	3	Positioning and Internationalisation of a Made in Italy Cosmetic Company
20-ott	2	Positioning and Internationalisation of L'Erbolario srl
26-ott	1.5	The communication system in the cosmetic sector and "La Forza e il Sorriso"
27-ott	2	Distribution channels evolution and products in the mass market
02-nov	2	Marketing association
03-nov	5	firm visit - Framesi
09-nov	5	firm visit - Ancorotti Cosmetics
10-nov	2	The communication system in the cosmetic sector - case study L'Oréal
16-nov	3	Marketing for luxury cosmetic goods. Necessary tools to analyze market
17-nov	2	Product, marketing and pricing policies on nails products
24-nov	5	firm visit - Difa Cooper
30-nov	2	Case history - Ferragamo Parfums
01-dic	3	Measuring and analyzing social networks for communication of Italian cosmetic