



SEMINARS

CULTURAL MARKETING

Speaker

Sylwester BIALOWAS

Poznan University of Economics and Business

The Neuroscience of Artification: Consumer Emotional and Cognitive Responses to Art-Luxury Brand Collaborations

This course explores the relationship between culture and marketing practices, examining how cultural contexts influence consumer behavior, branding, and communication strategies. Students will develop the ability to design culturally sensitive marketing campaigns that resonate with diverse audiences, enhancing brand loyalty and market penetration. The course combines theoretical foundations from cultural economics, cross-cultural psychology, and marketing with practical

applications through case study analysis and interactive workshops. Students will explore cultural dimensions, analyze cultural trends and their impact on consumer behavior, and learn to create culturally adapted marketing strategies for products and services. Special emphasis is placed on the intersection of art, luxury brands, and cultural marketing—an area where University of Macerata has strong research expertise. The course includes analysis of cultural consumption patterns, sensory marketing in cultural contexts, and ethical considerations in cultural marketing practices.

Program

06/10/26 | h 9-13 | Unit 1

**FOUNDATIONS
OF CULTURAL MARKETING**

13/10/26 | h 9-13 | Unit 2

**CULTURAL TRENDS AND
CONSUMER ANALYSIS**

20/10/26 | h 9-13 | Unit 3

**DESIGNING EXPERIMENTS
IN CULTURAL RESEARCH**

27/10/26 | h 9-12 | Unit 4

**ANALYSIS, INTERPRETATION
AND ETHICS**

SPAZIO COWORKING | SEDE DI PIAZZA STRAMBRI 1 | MACERATA

This event is part of the
CULTURAL MARKETING seminar series.

Students enrolled in the Bachelor's degree programs L-18, L-33, L-41,
and Master's degree programs LM-16, and LM-77
can earn 1 credit for every 6 hours of attendance in this seminar series

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REGISTER FOR THE EVENT

