Blended Intensive Program

Summer School 2022

Game Theory as a Marketing Tool

International exciting fun exceptional

July 25-29 Bratislava
August 1-5 online

3 ECTS

Dr. Zvika Winer, Western Galilee College, Israel
Dr. Lucia Vilčeková, Faculty of Management, Comenius University, Slovakia

Presentation of game theory
Strategic-form Games
Nash equilibrium
Extensive-form Games
Subgame-perfect equilibrium
Common Knowledge
How People Make Buying Decisions
Market Segmenting, Targeting, and Positioning
Using Supply Chains to Create Value for Customers

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