Andrea Rurale

MARKETING

LECTURER
Sales

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Biography

Andrea Rurale is a Lecturer at the Department of Marketing at Università Bocconi.

At SDA Bocconi, he is the Director of the Master in Arts Management and Administration (MAMA). He has conducted research and education projects with major enterprises.

His research activities focus on cultural marketing, consumer behaviour, experiential marketing, CRM and marketing communication.

He is the author of books and articles on his topics of interest. His works have been published in Psychology and Marketing. He has been a Visiting Professor in many international universities, such as Simon Fraser in Vancouver (Canada), Tinsgua University in Beijing (China), SMU in Dallas (USA), UTS in Sydney (Australia) and Universidad de Aguascalientes (Mexico). He is the Regional President of FAI Lombardia (Fondo Ambiente Italiano) and President of the Istituto musicale superiore Monteverdi Conservatory in Cremona.

Andrea earned a degree from Università Bocconi and a PhD in Marketing from Universitat de València.

Teaching domains

Marketing & Sales Integration

CRM

Event Marketing

Strategic Brand Management

Big Data and AI Marketing

Latest publications

MION DALLE CARBONARE P., LUCHETTI M., RURALE A., FANIN E.
The Stepwise Artification Process in Luxury Fashion: Strategic Integration With the Arts and Collaboration With Non-Profit Institutions
Journal of Philanthropy and Marketing, 2024, vol.29, no. 4, pp.e1882

ADDIS M., RURALE A.
Advancing arts philanthropy practices for well-being
Journal of Philanthropy and Marketing, 2024, vol.29, no. 1

RURALE A.
Valorizzare l'intangibile in *Manager del Futuro*
E. Baglieri(Ed), Egea, chap. 10, pp.155-165, 2022

RURALE A., CARÙ A., MION DALLE CARBONARE P.
Nuove esperienze di consumo il caso FAI
Economia & Management, 2022, no. 1, pp.30-34

ADDIS M., RURALE A. (EDS.)
Il valore della cultura. 22 esperti per nuove strategie
Skira Editore, Italy, 2021

ADDIS M., RURALE A. (EDS.)
Managing the Cultural Business: Avoiding Mistakes, Finding Success
Routledge, Great Britain, 2020