

BLENDING 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**

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*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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Principles of Marketing - [Open Textbook Library \(umn.edu\)](https://openstax.org/r/textbook-library-umn-edu)

Bonanno, G. Game Theory. [http://faculty.econ.ucdavis.edu/faculty/bonanno/GT\\_Book.html](http://faculty.econ.ucdavis.edu/faculty/bonanno/GT_Book.html)

