

COURSE OF STUDY Economics and Commerce
ACADEMIC YEAR 2024-2025
ACADEMIC SUBJECT Marketing

General information	
Year of the course	<i>Optional (third year)</i>
Academic calendar (starting and ending date)	II semester
Credits (CFU/ETCS):	6
SSD	SECS-P/08
Language	<i>Italian</i>
Mode of attendance	<i>Not mandatory but recommended.</i>

Professor/ Lecturer	
Name and Surname	Pierfelice Rosato
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Telephone	
Department and address	Department of Economics and Finance. 53, Largo Abbazia Santa Scolastica, II floor (departments area)
Virtual room	TEAMS - Channel "Ricevimento Studenti" https://teams.microsoft.com/l/team/19%3aq_73KAKBBACJ7antmPJBtuUfpaltCgorYvgiuLW0uYQ1%40thread.tacv2/conversations?groupId=dc3798fd-6cae-4b80-893b-13bb1486f4ad&tenantId=c6328dc3-afdf-40ce-846d-326eead86d49
Office Hours (and modalities: e.g., by appointment, on line, etc.)	From Monday to Friday, by appointment to be required by email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
42	42		
CFU/ETCS			
6	6		

Learning Objectives
<p><i>The objective of the course is to deepen the principles of Marketing and introduce the themes of Marketing Management, in order to analyze the salient and basic aspects of this fundamental corporate function.</i></p> <p><i>The idea behind the course consists in placing consumers "at the center" in the strategic and operational choices of companies. Moreover, the purpose is to fully understand the needs and behavior of customers, to define a conceptual and operational framework that allows investing economic, human and organizational resources to generate value and, once a solid customer base has been acquired, establish lasting relationships.</i></p> <p><i>So, marketing as a complex process to create value for customers and place them at the center of business management and, in this way, establish relationships with them.</i></p> <p><i>The Course has an applied nature, oriented towards the presentation and</i></p>

	<i>discussion of case studies; an active participation of the students during the lessons is highly recommended.</i>
Course prerequisites	<i>Basic knowledge of Business Management.</i>
Teaching strategie	<i>The course is characterized by an active and frequent involvement of the students in order to develop critical sense of the subject. In addition, examples and practical cases will be presented. The lectures are systematically supported by the use of PowerPoint presentations with the aim of stimulating active and critical participation by the students.</i>
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ knowledge of the topics; ○ ability to analyze critically and frame the current challenges of management, by recognizing the specific elements associated with the topics covered by the course.
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ recognition, comment and contextualization of the logic of the topics of the course and of the different managerial tools ○ self-assessment and ongoing evaluation during lessons and presentation of case studies
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <i>This course will allow students to:</i> <ul style="list-style-type: none"> o <i>critically re-elaborate the contents, relating knowledge in a transversal and multidisciplinary way, also by applying them to different situations, both thematically and methodologically;</i> o <i>correctly use all methods and tools from a marketing perspective.</i> • <i>Communicating knowledge and understanding</i> <i>This course will allow to:</i> <ul style="list-style-type: none"> o <i>acquire a good degree of control of the written and oral language code through the direct involvement of the students in classroom presentations – (through seminars and multimedia tools) of ongoing thematic insights based on examples.</i> o <i>experience the 'team work' form in an integrated, interdisciplinary and complementary way, with diversified and defined levels of autonomy.</i> • <i>Capacities to continue learning</i> <i>In order to become increasingly autonomous in research activity, the course aims at:</i> <ul style="list-style-type: none"> o <i>stimulating the constant self-assessment of the skills acquired</i> o <i>integrating the various sectors points of view in organically constituted synthesis frameworks</i> o <i>the ability to learn is also enhanced and monitored during the lectures, the seminar activities,, the exercises - organized with the active and original participation of the students.</i>

	<ul style="list-style-type: none"> ○ <i>the acquired learning ability will also allow to work in full autonomy by integrating the training and experiential path also in research contexts.</i>
Syllabus	
Content knowledge	<p><i>In a general framework where the company's ability to establish relationships with customers to generate value is the center of the program, the course defines Principles of Marketing with specific attention to digital technologies. Specifically, the following are the main topics covered by the course:</i></p> <ol style="list-style-type: none"> <i>1. Definition of Marketing and description of the Marketing Management process.</i> <i>2. The main trends influencing marketing in the digital and global age.</i> <i>3. The planning of a marketing strategy oriented towards the relationship with the customer.</i> <i>4. Marketing research.</i> <i>5. Analysis of consumer behavior patterns.</i> <i>6. Segmentation, targeting and positioning.</i> <i>7. Product policy and brand management.</i> <i>8. Your pricing choices.</i> <i>9. Retail and trade marketing.</i> <i>10. Communication.</i> <i>11. Web and social media marketing.</i>
Texts and readings	Kotler P., Armstrong G., Ancarani F., Costabile M., Principi di Marketing, Pearson, edition 2018
Notes, additional materials	<i>The professor reserves the right to present any further in-depth reading on specific aspects of the program at the beginning of the course</i>
Repository	<i>Supplementary material will be made available through the Teams platform on a channel dedicated to the course which will be opened at the beginning of the course</i>

Assessment	
Assessment methods	<p><i>The final test consists of an oral exam.</i></p> <p><i>The course does not include an intermediate test.</i></p>
Assessment criteria	<ul style="list-style-type: none"> • Knowledge and understanding <ul style="list-style-type: none"> ○ knowledge of managerial issues related to marketing ○ ability to analyze and frame issues associated with marketing • Applying knowledge and understanding <ul style="list-style-type: none"> ○ recognition, comment and contextualization of marketing tools; ○ self-assessment and ongoing evaluation during seminar lessons and case presentations • Autonomy of judgment <ul style="list-style-type: none"> ○ critical re-elaboration of the contents; ○ correct use of tools and methods; ○ correct and integrated use of all types of sources. • Communication skills <ul style="list-style-type: none"> ○ description and interpretation, through the use of specific terminology • Capacities to continue learning <ul style="list-style-type: none"> ○ being able to critically manage the specific bibliography and the essential research tools; • ability to describe and interpret the topics of the course in a management and marketing perspective
Final exam and grading criteria	<i>During the exam, the knowledge of the topics of the course and the ability to</i>

	<p><i>apply the contents of the course will be assessed, also through the discussion of case studies. The students must demonstrate to have acquired sufficient knowledge in all the topics of the course. The final mark will be assigned also by evaluating the ability of analysis and synthesis, the ability to make connections between the various and interdisciplinary themes, as well as the quality of the exposition.</i></p>
Further information	<p>During the course, seminars on specific topics may be scheduled by teachers and/or experts who will discuss about successful (or unsuccessful) experiences.</p>
	<p>Degree Thesis</p> <p>The topics covered by the degree thesis must be oriented towards specific topics covered by the course.</p> <p>The work setting is aimed at acquiring and developing the following skills:</p> <ul style="list-style-type: none"> - collecting and critically managing a thematic bibliography (Italian and/or a foreign one); - re-elaborating the collected information, by proposing a personal perspective of the topics; - organizing a thematic development in a coherent and methodologically correct way, from the analytical approach to the synthesis contextualization , learning to circumscribe the topic. <p>The exam calendar is published on the notice boards of the Degree Course and made available on the website of the same Degree Course. To register for the exam, it is necessary to book it through the Esse3 system.</p>