

General Information	
Academic subject	Strategic Marketing
Degree course	Marketing and Business Communication
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Lucrezia Maria de Cosmo	lucreziamaria.decosmo@uniba.it	SECS-P08

ECTS credits details			
Basic teaching activities	Frontal lesson	Seminars	Exercises

Class schedule	
Period	First period
Year	3
Type of class	Lecture- workshops

Time management	
Hours	56
Hours of lectures	44
Tutorials and lab	12

Academic calendar	
Class begins	September 18
Class ends	December 15

Syllabus	
Prerequisites/requirements	Knowledge of the general aspects of business management and marketing (prerequisites: the General Accounting Office)
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> The course aims to deepen the knowledge in analytical key strategic aspects of marketing according to a market extended orientation approach in order to develop skills of interpretation of the current complex and competitive environments, with a focus on the retail sector. <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> Understanding of customer behavior in contexts that both BtoB BtoC, the analysis of the attractiveness of markets through segmentation, analysis of the company's competitiveness and the development of effective strategic choices will allow the student to develop the ability of a formulation strategic marketing plan. <p><i>Making informed judgements and choices</i></p> <ul style="list-style-type: none"> With the development of new digital technologies and the

	<p>emergence of new values, the market extended orientation approach used in the study, will allow the student to understand and develop the modalities of interaction between business and the many stakeholders in the global market in order to make appropriate decisions.</p> <p><i>Communicating knowledge and understanding</i></p> <ul style="list-style-type: none"> • The knowledge of the strategic aspects of marketing will develop analytical skills, an ability to problem resolution and communication skills.
Contents	<ul style="list-style-type: none"> • The change in the role of marketing • Digital marketing • An understanding of customer behavior • The implementation of strategic marketing • The strategic marketing plan

Course program	
Bibliography	<p>Lambin J.J., "Market-driven management. Marketing strategico e operativo", Mc Graw Hill Education, 2016.</p> <p>Poggiani A., Pratesi C.A., "Marketing Digitale", McGraw-Hill Education, 2016.</p>
Notes	
Teaching methods	<p>Frontal lesson</p> <p>Exercises</p> <p>Seminars</p> <p>Project work</p>
Assessment methods (indicate at least the type written, oral, other)	<p>Oral</p> <p>Midterm for attending students</p>
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p>The student must have a good basic understanding of issues related to the evolution of the role of marketing, understanding of customer behavior, the analysis of the attractiveness of markets through segmentation, analysis of enterprise competitiveness, digital marketing strategy, to market coverage strategies, positioning, growth strategies, competitive strategies and international development, as well as adequate properties of language.</p> <p>It must possess a knowledge of the main application of market analysis techniques and measurement of performance in order to formulate policy proposals in response to market needs and business.</p>
Further information	