

General Information	
Academic subject	Introduction to marketing
Degree course	BA in Marketing and Business Communication
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Luca Petruzzellis	luca.petruzzellis@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities	Lectures	Tutorials	Seminars

Class schedule	
Period	1st semester
Year	2nd
Type of class	Lectures - workshops

Time management	
Hours	56
Hours of lectures	41
Tutorials and lab	15

Academic calendar	
Class begins	September 20, 2016
Class ends	December 18, 2016

Syllabus	
Prerequisites/requirements	Students are required to take the course of Accounting. It is also suggested to have notions of Microeconomics, Industrial Economics, Statistics I and Mathematics, plus a good knowledge of the English language.
Expected learning outcomes	<p>The course aims to provide the basic concepts of marketing, that is the tools by which the company defines its presence on the market and conquers customer preferences. At the end of the course the student will have the marketing tools that further develop their problem-solving skills.</p> <p>The course uses a interactive teaching methods that aim to transfer students marketing knowledge and develop attitudes and skills of listening, strategic thinking, team working, leadership and participation. The theoretical concepts will be complemented by practical evidence, through the study and discussion of case studies and discussions with executives of multinational companies. Active participation in lectures and cases discussions will influence the final grade, therefore "intelligent" participation in the course is encouraged. Through the project work and the in-class interactions students will improve their communication skills so that they can explain and sustain their marketing ideas/opinions, and their judgement abilities by interacting and discussing with</p>

	other students.
Contents	The course revolves around the strategic and operative dimensions of marketing, the analysis of the marketing choices and the activities that derive from them. The typical tools with which companies position on the market and win consumer preferences will be analyzed: product, price, placement and promotion.
Course program	
Course material	Kerin R.A., Hartley S.W., Berkowitz E.N., Rudelius W. (a cura di L. Pellegrini), Marketing, Milano, Mc Graw Hill, 2014 (capp. 1, 2, 3, 4, 6, 9, 10, 11, 12, 14, 15, 16, 19, 20, 22). Handouts and coursepack can be downloaded at http://www.uniba.it/docenti/petruzzellis-luca/attivita-didattica
Notes	To prepare for the written exam it is strongly suggested to get the previous exams sheets with solutions from the Department secretary office
Teaching methods	The course uses interactive methods: lectures with discussions, student presentations, tutorials and marketing managers' presentations.
Assessment methods	<p>For <i>attending</i> students:</p> <ul style="list-style-type: none"> • projectwork (35%): • written exam (50%): 4 quantitative exercises. The exam lasts 70 minutes. The attending La modalità "frequentante" sarà mantenuta per 3 appelli. It is necessary to get a minimum score of 15 to pass to the oral exam. • oral exam (15%) <p>For <i>non attending</i> students:</p> <ul style="list-style-type: none"> • written exam (50%): 4 quantitative exercises + open questions on a case given at the beginning of the exam. The exam lasts 70 minutes. It is necessary to get a minimum score of 15 to pass to the oral exam. • oral exam (50%) <p>The exam is a close text book.</p>
Evaluation criteria	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Explain how marketing puts the customer at the center of every activity and in the quest for profitability - Identify the basic marketing strategies, and demonstrate their rationale. - Identify and analyze the marketing problems; develop creative solutions to tackle them; articulate the reasons for choosing different solutions - Make effective presentations to convince a target - Develop a coherent marketing plan for a product and provide effective motivation for your chosen strategies - Develop team work skills effectively - Solve quantitatively marketing problems (eg. Profitability

	of a promotion, a marketing choice, market share, and of a strategy, etc. etc.)
Further information	