

| | |
|---------------------------------|-------------------------------------|
| Teacher's name | Di Vittorio Arianna |
| Degree Course | Marketing e Comunicazione d'Azienda |
| Academic year | 2013-14 |
| Period of the course | I half |
| University credits (CFU) | 6 cfu |
| Scientific field | SECS/P-08 |

Programme of **MARKETING APPLICATO (a.y. 2013/2014)**
(Prof. Di Vittorio Arianna)

University of Studies of Bari Aldo Moro
Degree Course **Marketing e Comunicazione d'Azienda**

Prerequisites

Knowledge of the general aspects of business management (prerequisites: *Ragioneria Generale*)

Objectives of the course

Lessons are divided into two parts, Marketing Services and Tourism Marketing, with the aim to provide to the students the real meaning of Marketing applications.

Programme

Marketing Services

Characters of services. Quality control for services. Management and marketing of tourism businesses. Customer orientation. The disservice. The "time" factor.

Tourism Marketing

An overview on tourism firms. Travel and travellers. Different kind of tourism and tourist segmentation. Needs of the travellers. Tourist consumer buying process. Global tourism product. Tourism demand and supply. Strategies of product, price, place and communication for tourism product. Customer Relationship.

Recommended text

- **CHERUBINI S., "Marketing dei servizi. Per lo sviluppo competitivo e la customer satisfaction", Milano, Franco Angeli, 2002 (chap. 1-5).**
- **- KOTLER P.- BOWEN J.- MAKENS J., "Marketing del turismo"; Milano, Pearson Italia, 2010 (chap. 1-2-6-7-8-9-10-11-12).**

Method of assessing knowledge

- Exemptions: No
- Written test: No
- Oral test: Yes

Assistance in the study

- Course in e-learning from the web site of the Department: No

Organization of teaching

- Internal cycles of lesson: No
- Supplementary courses: No
- Exercises: Yes
- Seminars: Yes
- Laboratory activities: No
- Project work: Yes
- Study visits: No