

Instructor's name	Luca Petruzzellis
BA	Marketing & Business Communication
Academic year	1st year
Term	First
Credits	10
Subject area	SECS-P/08

Course of Foundations of Marketing – A-K (a.a. 2013/2014)
(Prof. Petruzzellis Luca)

Università degli Studi di Bari Aldo Moro
BA Marketing and Communication

Admission criteria

Students are required to take the course of Accounting

Aims of the course

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.

Course outline

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.

Reading material

"*Fondamenti di Marketing*. Università degli Studi di Bari Aldo Moro. Dipartimento di Studi Aziendali e Giusprivatistici. A.A. 2013/2014. Prof. Luca Petruzzellis e Pierluigi Passaro", volume Create, Mc Graw Hill or

Kerin R.A., Hartley S.W., Berkowitz E.N., Rudelius W. (a cura di L. Pellegrini), *Marketing*, Milano, Mc Graw Hill, 2010 (capp. 1, 2, 3, 4, 6, 10, 11, 12, 14, 15, 16, 19, 20, 22).

Coursepack available for download at:

<http://www.uniba.it/ricerca/dipartimenti/disag/dipartimento/personale/docenti-dellafacolta/pagine-docenti/petruzzellis-luca>

or

<http://lore.com/a#!/fondamenti-di-marketing-A-K.1>

Assessment methods

Written and oral exam. The written part lasts 70 minutes.

Tutorials

Tutorials will be provided for the written part of the exams.