

<b>Instructor's name</b>	Luca Petruzzellis
<b>BA</b>	Marketing & Communication
<b>Academic year</b>	3rd year
<b>Term</b>	First
<b>Credits</b>	6
<b>Subject area</b>	SECS-P/08

**Course of Marketing management (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**

During the course of the semester you should learn to:

1. Understand the role of marketing in companies.
2. Integrate the customer into every aspect of business planning. The core competence of marketing in any organization is its understanding of the customer.
3. Appreciate how companies develop relationships with customers that provide lifetime value to both the company and its customers.
4. Apply analytical tools appropriate for marketing analysis.
5. Develop specific recommendations and actions plans for companies facing difficult marketing decisions.

**Course outline**

The course uses a combination of lectures and cases, along with a guest or two.

**Lectures**

Lectures will be used to introduce new tools, frameworks and concepts that are important for conducting a thorough marketing analysis. These lectures will be designed to be interactive rather than simply a monologue.

**Cases**

Cases are descriptions of real-world business situations that provide opportunities to define and develop marketing strategies. Case analyses will illustrate how marketing concepts apply to these complex situations. Analyzing cases promotes your decision-making capabilities by developing a process of thinking. In addition, case discussions provide opportunities to develop your communication skills.

**Reading material**

Winer R., Dhar R., Mosca F., Marketing management, Milano, Apogeo, 2013 (capp. 7-14)

Coursepack available for download at:

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

or

<http://lore.com/Marketing-operativo.1/>

### **Assessment methods**

*For students who regularly attend the class:*

- Projectwork on a topic assigned by the professor to be developed in a team (max 5 students). It represents the 25% of the final grade
- Written exam. The exam lasts 70 minutes. This evaluation will be valid only for the first 3 sessions. It represents the 50% of the final grade
- Oral exam. It represents the 25% of the final grade

*For students who do not attend the class*

Written and oral exam. The written part will consist of questions regarding a case history provided at the beginning of the exam and the quantitative exercises. The exam lasts 70 minutes.

### **Tutorials**

- Tutorials will be provided for the written part of the exams. Previous sheets are available from the secretary of the department

### **Teaching methods**

- Projectwork
- Presentations from the companies