

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

Course of Strategic Marketing (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 and Business management

Aims of the course

The aim of the course is to provide the main concepts related to the decision-making process. Strategic marketing concerns the set of decisions, that comes from the objectives to achieve, identify the market segments and the target market, positioning and formulate the contents of the offer in terms of marketing mix.

Course outline

Marketing concepts and their evolution
The understanding of consumer behavior
The implementation of strategic marketing
The application of market-driven management

Reading material

Lambin J., *Market-driven management - marketing strategico e operativo*, Milano, Mc Graw-Hill, 2012
(Chap. 1, 2, 4, 5, 6, 8, 9, 10, 11, 12)

Coursepack available for download at:

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

Assessment methods

Oral exam.

Teaching methods

- Presentations from the companies