

<b>Instructor's name</b>	Luca Petruzzellis
<b>BA</b>	<b>MARKETING &amp; BUSINESS COMMUNICATION</b>
<b>Academic year</b>	2015-2016
<b>Term</b>	First
<b>Credits</b>	8
<b>Subject area</b>	SECS-P/08

**Course of Foundations of Marketing (a.a. 2015-2016)**

**Prof. Luca Petruzzellis**

Università degli Studi di Bari Aldo Moro

**BA in Marketing and Business Communication**

**Admission criteria**

Students are required to take the course of Accounting.

It is also suggested to have notions of Microeconomics, Industrial Economics, Statistics I and Mathematics.

**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**

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).

Coursepack available on <http://lore.com/Fondamenti-di-Marketing.3/>

**Assessment methods**

- Assignments: Yes (Projectwork for students who attend the lectures)
- Written Exam: Yes (The exam will last 70 minutes)
- Oral exam: Yes

**Tutorials**

- Corso presente nella zona in e-learning del Sito Web di Facoltà: No

**Teaching methods**

- Cicli interni di lezione: No
- Corsi integrativi: No
- Tutorials: Yes
- Seminars: Yes
- Lab: No
- Project work: Yes
- Site visits: No