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| Name of teacher | LUCREZIA MARIA DE COSMO |
| Degree Course | MAGISTRALE IN MARKETING |
| Academic Year | 2015/2016 |
| Periodo di svolgimento | II SEMESTRE |
| University Credits (CFU) | 8 |
| The scientific field | B13 SECS/P08 |

Retail Marketing Program (a.a. 2015/2016)

(Prof. de Cosmo Lucrezia Maria)

University of Bari Aldo Moro

Corso di Laurea Magistrale in Marketing (Master of Science in Marketing)

Pre-requisite

It requires a good basic knowledge of marketing (it stay connected to good basic...)

Objectives of the course

The main objective of the course is the acquisition of necessary knowledge and for managing commercial relationships with intermediaries for the management of a store in a *customer based* perspective. The theoretical notions will be complemented by practical evidence through case studies.

Program

The topic of the study are as follows:

- trend evolution of the distribution
- Commercial services, shopper involvement and store environment
- Competitive strategies in the commercial sector
- Demand segmentation and store positioning
- Location
- Category management
- Visual merchandising and store communication
- Loyalty programs and micromarketing
- Channel management and trade marketing
- Innovation distribution
- Private label (the commercial brand)

Bibliography

S. Castaldo, "Retail & Channel Management, Egea, 2008.

S. Castaldo, C. Mauri, "Store Management. Il punto vendita come piattaforma relazionale", Franco Angeli, 2008 (capp. 1-2-5-6-7).

C. Ziliani, "Loyalty marketing. Creare valore attraverso le relazioni", Egea, 2008, (capp. 1-2).

Method of assessing knowledge

- Liability: No
- Written Exam: No
- Oral Exame: Yes

Forms of assistance to the study

- This course in the area of e- learning Web Site Faculty: No

Organization of teaching

- Cycle internal lesson: Yes
- Integrative Courses: No
- Exercises No
- Seminars: Yes
- Laboratory activites: No
- Project work: Yes