

Instructor's name	PASSARO PIERLUIGI
BA	MARKETING & BUSINESS COMMUNICATION
Academic year	2015/2016
Term	First semester
Credits	8 (eight)
Subject area	Marketing

Course of STRATEGIC MARKETING (a.a. 2015/2016)

(Prof. Passaro Pierluigi)

Università degli Studi di Bari Aldo Moro
BA Marketing and Business Communication

Admission criteria

The marketing strategies of a company are not born independently but are, in an implicit or explicit way, the results of company strategies of wider significance and on their turn they determine the same strategies. The student has to have previously acquired the base concepts related to the study of company management.

Aims of the course

The aim of the course is supplying the fundamentals related to the problems and decisions of strategic marketing, considering the decisional areas in the markets of consumers goods and of services, having a look at the commercial distribution and the environment.

The approach is vocational guidance to the market which shows a wider up-to-dateness and ability of interpreting the complexity of today's competitive contexts.

Course outline

The Marketing process: how to begin
The understanding of consumer's behaviour
The implementation of strategic marketing
The applicaton of market-driven management

Reading material

J. Lambin, Market-driven management -marketing strategico e operativo- (parte 1,2,3,5), **Mac Graw-Hill**

Assessment methods

- Oral Exam: Yes
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Teaching methods

- Internal lesson cycles: Yes
- Seminars: Yes
- Project work: Yes
- Study visits: Yes

Prof. Pierluigi Passaro