

<b>Instructor's name</b>	DE COSMO LUCREZIA MARIA
<b>BA</b>	<b>MARKETING &amp; BUSINESS COMMUNICATION</b>
<b>Academic year</b>	2016/2017
<b>Term</b>	First semester
<b>Credits</b>	8
<b>Subject area</b>	Marketing

### **Course of STRATEGIC MARKETING (a.a. 2016/2017)**

**(Prof.ssa de Cosmo Lucrezia Maria)**  
 Università degli Studi di Bari Aldo Moro  
 BA Marketing and Business Communication

#### **Admission criteria**

The course requires the preparatory aspects of the General Accounting of the first year. For better learning we are recommended knowledge of Economics and Management of Companies and Foundations of Marketing.

#### **Aims of the course**

The purpose of the course is to deepen the concepts related to the understanding of customer behavior, the analysis of the attractiveness of markets through segmentation, analysis of the company's competitiveness in the interests of effective formulation of strategic choices, with a look at distribution and evolution of the environment. The approach is an analytical approach to the market in order to develop skills of interpretation of the current complex and competitive environments. The theoretical concepts will be complemented by practical evidence, through the study and discussion of case studies and meetings with managers of domestic enterprises.

#### **Course outline**

The change in the role of marketing  
 The understanding of consumer's behavior  
 The implementation of strategic marketing  
 The strategic marketing plan

#### **Reading material**

Lambin J.J., Tesser E., Galvagno M., "Marketing driven management. Marketing strategico e operativo", (parte 1-2-3-5), Mc Graw Hill.

#### **Assessment methods**

- Oral Exam: Yes

#### **Teaching methods**

- Seminars: Yes
- Project work: Yes

Prof.ssa Lucrezia Maria de Cosmo