

Departmental Erasmus Coordinator:

Prof. Edgardo Sica

Office-room no.14, ground floor, Law Department (palazzo ex-Ateneo)

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University of Foggia Department of Economics

Largo Papa Giovanni Paolo II, 1
71121 Foggia (ITALY)

2nd Level Degree in “MARKETING MANAGEMENT”

List of courses offered a.a. 2015-2016

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Legend:

- A = Autumn Term
- S = Spring Term
- N/A = not available – please contact the course's Professor

Please note that:

a. ALL courses are taught in Italian

b. final examinations are generally in Italian. However some Professors give ERASMUS students the possibility of making the final exam in other languages: please check the corresponding column in the next pages.

c. exams are scheduled on December 2015, January, February, April¹, June, July, and September 2016

¹ Only for Erasmus students who joined the Economics Department in the autumn term

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Course	No. of Credits	Lecturer	Term	Program	Examination in the following languages:
1st YEAR					
MARKETING MANAGEMENT – ADVANCED COURSE (Marketing Management- corso avanzato)	7	Prof. Piero MASTROBERARDINO piero.mastroberardino@unifg.it	A	1. Marketing and value creation <ul style="list-style-type: none"> - The value as a measure of corporate performance - Value of the company and contribution of marketing - Market development - The increase of market share - The improvement of profitability - At the root of the marketing performance: customer value and customer value management 2. The value for the customer <ul style="list-style-type: none"> - The value for the customer: definition, centrality, and articulation - The reasons for the acquisition: the means-end chain - The research and the organization of product information - The evaluative sequences and the behavioural guidelines - The decision rules - Attitudes towards the products - Ratings, choices, and context effects 3. Measuring the value for the customer <ul style="list-style-type: none"> - The approach based on economic advantage for the customer - The composition approach: multi-attribute models - The decomposition approach: the conjoint analysis - The hybrid approach 4. The customer satisfaction <ul style="list-style-type: none"> - The gap in customer satisfaction: a synthesis model - The value gap 	Italian/English

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				<ul style="list-style-type: none"> - <i>The external gaps</i> - <i>The internal gaps</i> - <i>The measurement of the gap in customer satisfaction: an example based on multi-attribute models</i> <p>5. Relations with customers</p> <ul style="list-style-type: none"> - <i>The benefits of loyalty</i> - <i>The value of loyalty</i> - <i>The evolutionary cycle of relations</i> - <i>The measurement of customer loyalty</i> - <i>The processes for managing relationships</i> - <i>The operative process: tools for managing relationships</i> <p>6. From relation value to firm value</p> <ul style="list-style-type: none"> - <i>From the value of "intangibles" to the value of relations</i> - <i>The value of customer relationships</i> - <i>The methodology of measurement: the analytical framework</i> - <i>The methodology of measurement: an application example</i> - <i>Resources, processes, and potential business relationships with customers</i> - <i>Value of the company and holders of capital</i> - <i>A vision of synthesis: the propositions of customer-based view</i> <p><i>Cases, insights, and exercises on issues related to decision-making and analytical aspects of the marketing strategies, the areas of inquiry concerning the customer value and customer satisfaction gap.</i></p>	
(Economia dell'impresa)	8	Prof. Cesare POZZI cesare.pozzi@unifg.it	A	N/A	N/A
GAME THEORY (Teoria dei giochi)	8	Prof. Andrea DI LIDDO andrea.diliddo@unifg.it	A	Static games of complete information. Normal-form games and Nash equilibrium. Cournot model of duopoly. Bertrand model of duopoly. The	N/A

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				<p>problem of the commons. Mixed strategies and existence of equilibrium. Dynamic games of complete and perfect information. Backward induction. Stackelberg model of duopoly. Sequential bargaining. Two-stage games of complete but imperfect information. Subgame-perfect Nash equilibrium. Bank runs. Tariffs and imperfect international competition. Tournaments. Repeated games. Collusion between Cournot duopolists. Dynamic games of complete but imperfect information. Extensive-form representation of games. Static games of incomplete information. Static Bayesian games and Bayesian Nash equilibrium. Cournot competition under asymmetric information. Auctions. The revelation principle. Dynamic games of incomplete information. Introduction to perfect Bayesian equilibrium. Signaling games. Job-Market signaling. Corporate investment and capital structure. Game theory and marketing. Price. Product. Advertising. Distribution. New Products. Textbooks: R. Gibbons, Teoria dei giochi, Il Mulino, 2005. Gary L. Lilien, Philip Kotler, K. Sridhar Moorthy, Marketing models, Prentice Hall, 2003. Appunti del docente.</p>	
RETAIL MANAGEMENT (Management della distribuzione)	8	Prof. Giuseppe CALABRESE giuseppe.calabrese@unifg.it	A	<p>UNIT 1 FUNDAMENTALS OF RETAILING 1.1 Retailing Defined 1.2 The Retailer within the Distribution Channel 1.3 The Vertical Marketing System 1.4 The Consumer-Led Approach to Retailing 1.5 The Retail Industry - Its Contribution to the Economy 1.6 A Global Viewpoint 1.7 Employment in the Retail Sector</p>	N/A

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				<p>1.8 A Retailer's Position in Society UNIT 2 STRUCTURE OF RETAIL INDUSTRY 2.1 Retail Industry Structure and Trends 2.2 High Provision and Market Saturation 2.3 Concentration Aspects of Retailing 2.4 Diversity of Retailing 2.5 Adoption of New Technology UNIT 3 RETAIL ORGANIZATIONS AND FORMATS 3.1 Introduction 3.2 Retail Ownership 3.3 The Independent Retailer 3.4 The Multiple Retailers 3.5 Voluntary Retail Group 3.6 The Retail Conglomerate 3.7 Franchisees in Retailing 3.8 Co-Operative Retailers 3.9 Retail Formats 3.10 Non-Store Formats UNIT4 CONTOURS OF INDIAN RETAIL MARKET The fourth and last unit of the first block is OUT OF PROGRAM. BLOCK 2 - RETAIL OPERATIONS UNIT 5 FUNDAMENTALS OF RETAIL OPERATIONS 5.1 Retail Operations 5.2 Store Operating Parameters 5.3 Using the Strategic Resource Model in Retailing 5.4 Designing a Performance Programme UNIT 6 ELECTRONIC RETAIL OPERATIONS 6.1 Online Retailing or E-Retailing 6.2 Essential Elements of Online Retailing 6.3 The New Online Retail Categories 6.4 Pitfalls of <i>E-Tailing</i> UNIT 7 RETAIL AUTOMATION 7.1 Introduction to Retail Automation 7.2 Retail Management and Automation 7.3 Retail Automation Solution</p>	
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				<p>7.4 The Business Impact on Retail Automation</p> <p>UNIT 8 SUPPLY CHAIN MANAGEMENT IN RETAILING</p> <p>8.1 Essentials of Supply Chain Management In Retailing</p> <p>8.2 Integrated Supply Chain</p> <p>8.3 Efficient Consumer Response (ECR)</p> <p>8.4 Retail Automation and Supply Chain Management</p> <p>UNIT 9 RETAIL FRANCHISING</p> <p>9.1 Introduction to Franchising</p> <p>9.1.1 Franchising in India (This paragraph is out of program)</p> <p>9.2 Types of Retail Franchising</p> <p>9.3 Types of Franchise Agreements</p> <p>9.4 Franchise Operations Arrangements</p> <p>9.5 Key Success Factors in Franchising</p> <p>BLOCK 3 - RETAIL DESIGN AND MERCHANDISING</p> <p>UNIT 10 RETAIL MERCHANDISING</p> <p>10.1 Introduction To Retail Merchandising</p> <p>10.2 Merchandise Planning</p> <p>10.3 Merchandise Hierarchy</p> <p>10.4 The Buying Function</p> <p>10.5 Category Management</p> <p>UNIT 11 RETAIL DESIGN AND VISUAL MERCHANDISING</p> <p>11.1 Introduction</p> <p>11.2 Designs in Retailing</p> <p>11.3 Store Design</p> <p>11.4 The Strategic Role of Store Design</p> <p>11.5 Retail Website Design</p> <p>11.6 Visual Merchandising</p> <p>11.7 Store Layouts</p> <p>11.8 Product Presentation</p> <p>11.9 Fixtures</p> <p>11.10 Displays</p> <p>11.11 Space Allocation</p> <p>UNIT 12 MERCHANDISING WITH PLANOGRAMS</p> <p>12.1 Emergence of Retail Planograms</p> <p>12.2 Creation of Planograms using professional services</p>	
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<p>TECHNIQUES FOR MARKETING (Tecniche e Strumenti per il Marketing)</p>	8	<p>Porf. Caludio NIGRO claudio.nigro@unifg.it</p>	A	<ul style="list-style-type: none"> - <i>The marketing information system and the role of marketing research</i> - <i>The analysis of consumer styles and evolution of the purchasing and consumption</i> - <i>The analysis of distribution channels, traditional and modern</i> - <i>The analysis of direct, indirect and potential competition</i> - <i>Sample and no sample researches</i> - <i>The planning of research</i> - <i>The survey's techniques</i> - <i>The instruments of data collection</i> - <i>Data processing to support the direction</i> - <i>Reporting</i> 	Italian/English
<p>ECONOMY AND POLICIES FOR SUSTAINABLE DEVELOPMENT (Economia e Politiche per lo sviluppo sostenibile)</p>	7	<p>Prof.ssa Caterina DE LUCIA caterina.delucia@unifg.it</p>	A	<p>(Week 1)</p> <p>Introduction to the course. Economy and environment interactions. Concept of sustainable development.</p> <p><i>Perman et al: Chapters, 1, 3-4</i></p> <p>Sustainable development: indicators of environmental sustainability</p> <p><i>Perman et al: Chapters, 1, 3-4</i></p> <p>(Week 2)</p> <p>Interdependencies between growth and environmental</p>	Italian/English

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				<p>quality: the Environmental Kuznets Curve <i>Perman et al: Chapter 2</i> Efficiency and social welfare. Market failures, externalities, public goods, property rights. <i>Perman et al: Chapter 5</i> (Week 3) Market failures II. Still on externalities and property rights. <i>Perman et al: Chapter 5</i> Discounting environment and natural resources <i>Perman et al: Chapter 11</i> (Week 4) International environmental agreements. Game theory and the environment <i>Perman et al: Chapter 10</i> International environmental agreements. Case studies <i>Perman et al: Chapter 10</i> (Week 5) Environmental valuation: Theory <i>Perman et al: Chapter 12</i> (Week 6) Environmental Valuation: Methods and empirical evidence <i>Perman et al: Chapter 12</i> (Week 7) Economics and policy of pollution. Economic instruments for the environment: Taxes and Subsidies. Some indirect effects of environmental policies. <i>Perman et al: Chapters 6, 7</i> (Week 8) Economics and policy of pollution II. Tradable permits <i>Perman et al: Chapters 6, 7</i> The case of Climate Change: tradable emission permit markets in the EU and US <i>For ERASMUS students: Readings distributed in class</i> (Week 9) Tradable emission permits for forest protection</p>	
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EUROPEAN TAX LAW (Diritto Tributario Europeo)	7	Prof. Mario CARDILLO mario.cardillo@unifg.it	S	N/A	N/A
2nd YEAR					
REGIONAL ANALYSIS FOR MARKETING (Analisi Territoriale per il Marketing)	8	Prof. Isabella VARRASO isabella.varraso@unifg.it	A	N/A	N/A
STATISTICAL METHODS	8	Prof. Corrado CROCETTA	A	N/A	N/A

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FOR MARKET RESEARCH (Statistica per le Decisioni)		c.crocetta@unifg.it			
COMMODITY PRODUCTION AND INNOVATION (Produzione delle Merci e Innovazione)	7	Prof.ssa Mariarosaria LOMBARDI mariarosaria.lombardi@unifg.it	A	First module: production processes (4 UFC) I - Cultural introduction to the origin and the development of technique and technology. II - Analysis of the main commodity production processes in some sectors of the economy according to technical, economical and environmental aspects. Second module: Technical-economic innovations (4 UFC) III - New technologies (Nano and Biotechnologies); Analysis of process and product innovations introduced to improve the commodity quality, the production-firms competitiveness and the consumer safeguard. IV - Intellectual properties and technological innovations.	Italian/English
ENVIRONMENTAL RESOURCES MANAGEMENT (Gestione delle Risorse Ambientali)	7	Prof. Roberto RANA roberto.rana@unifg.it	A	<ul style="list-style-type: none"> - Introduction to the basic concepts of environmental economics. - The characteristics of natural resources. - Basic concepts of sustainable development. - Life Cycle Assessment methodology. - The indicators of environmental sustainability (ecological footprint, water, etc..). - The management of energy resources. - Introduction water resources management. 	Italian/English/ French
INTERNATIONALIZATION AND COMPETITIVENESS IN THE AGRI-FOOD SYSTEM (Internazionalizzazione e Competitività nel Sistema Agro-Alimentare)	8	Prof. Francesco CONTO' francesco.conto@unifg.it	S	The Agri-Food System Definitions and features of modern AFS (Agro-Food System). From agriculture to food consumption. Processes of vertical integration and coordination. The concept of Quality and tools for consumer protection. The CAP in the new programming period 2014-2020. Quality and safe of agri-food products. EXPO 2015 and the Milan Protocol. The competitiveness of the agri-food businesses The competitiveness of the Italian AFS. National and EU policies for the enhancement of competitiveness. The competitiveness	Italian/English/ French

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				<p>of the agro-food sector and the chain nested in the Local Action Group (LAG). The strategies of Slow Food. The role of the European Innovation Partnerships for the innovation in the AFS.</p> <p>The Technological Innovation in the AFS Technological innovation in the food industry. Food Technology. Product design. Integration of innovation in the corporate strategy of agri-food companies. Strategic Management. The dimension of an innovation strategy. Cluster and knowledge-intensive areas. The scientific technological parks. The patents of Apulia agri-food chain.</p> <p>The internationalization of the AFS The international trade in agri-food products and the WTO. The internationalization of firms: methods and strategies. Organization of agri-food chain for Internationalization of Apulia Production System. Public tools and Institutional System to support the internationalization of firms. The agri-food multinational companies.</p> <p>Testi consigliati (Textbooks): <i>Boccia F. (2009), Internazionalizzazione, multinazionali e settore agroalimentare, Aracne Editrice, Roma.</i> <i>Contò F. (2005), Economia e organizzazione delle filiere agroalimentari, Franco Angeli, Milano.</i> <i>Fanfani R. (2009), Il Sistema Agroalimentare in Italia, Ed. Agricole, Milano.</i> <i>De Filippis F. (a cura di) (2013), La PAC 2014-2020. Quaderno Gruppo 13, Edizioni Tellus.</i> <i>INEA (2009), Sistemi e Strumenti per Rafforzare la Competitività del Sistema Agro Alimentare Italiano, Quaderno INEA, Rete Leader.</i> <i>Jongen W.M.F., Meulenbergh M.T.G. (eds.) (2005). Innovation in Agri-food Systems. Product quality and consumers acceptance, Wageningen Academic Publishers, The Netherlands.</i></p>	
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