

Instructor's name	Prof. Paiano Annarita
BA	Marketing & Business Communication
Academic year	2014-2015
Term	First
Credits	6
Subject area	SECS-P/13

Course of Commodities and Consumers
a.y. 2014/2015
(Prof. Paiano Annarita)

University of Bari Aldo Moro
Department of Business and Law Studies
BA Marketing & Business Communication

Admission criteria

The exam of General Business Administration SECS-P/07 has to be passed.

Aim of the course

The course *Commodities and Consumers* aims to provide students with the knowledge and expertise concerning the analysis of some important classes of commodities, their informative communication (e.g. through labels) and their markets.

In addition, the course focuses on consumer protection, particularly with reference to the many policies implemented by the European Union in this area.

Course outline

The Consumer society and the role of Consumers and Institutions

The Consumer protection in the EU policies

The Consumers Code

Safety and quality of products

The frauds

Analysis of some commodities of the food and energy sectors

The labelling as a tool for marketing and consumer information

The Food labelling

The Environmental labelling

The Energy labelling

The advertising

The packaging

Reading material

Textbook

M. Proto: Merceologia e tutela del consumatore. G. Giappichelli 2006 Editore Torino (p. 21-31; 131-161; 258-295)

A. Boccia et al.: Gli imballaggi in plastica in una prospettiva di sostenibilità. Edizioni Ambiente 2006 Milano (p. 15-39; 118-131)

Other references

Istituto Superiore per la Protezione e la Ricerca Ambientale (ISPRA), Rapporto Rifiuti Urbani 2013

Lecture Notes available at the Department (1 floor)

Assessment methods

Mid-session Exam: No

Written Assessment: No

Oral Assessment: Yes

Tutorials

E-learning area of the Faculty Web Site: No

Teaching methods

Lectures: Yes

Supplementary courses: No

Tutorials: Yes

Seminars: Yes

Laboratory activities: No

Project works: Yes

Visiting study: Yes