# . – International Marketing

## Prof. Loretta Battaglia; Prof. Giancarlo Nadin

**Module 1- Fundamentals of Marketing: Prof. Giancarlo Nadin**

***Text under revision. Not yet approved by academic staff***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The module aims to enhance students’ acquisition of the fundamentals of marketing.

Through an overview of the development of this discipline over time, the course will analyse the meaning and topical nature of the concept of market and consumer orientation. The study of consumer behaviour through the use of market research techniques will enable students to analyse and learn how companies plan their future from a market development perspective. The final part of the module will explore the definition of marketing strategy explained through the choice of product, price, place and promotion.

The module is theoretical and includes an extensive use of corporate cases and examples taken from the current business situation.

**Intended learning outcomes**

*Knowledge and understanding*

At the end of the module, students will be able to understand the real market in which companies operate and make related strategic and tactical decisions. Students will understand the main methods used for assessing markets, the definition of a strategic framework and tactical management of the relationship between companies and the market.

*Ability to apply knowledge and understanding*

Students will be able to apply the marketing model based on four basic policies: product, price, distribution and communication.

***COURSE CONTENT***

* Designing the customer strategy and relationship
* Analysing the enterprise marketing environment
* Market research (overview)
* Investigating B-to-C and B-to-B markets
* Segmentation, targeting, positioning
* Products, services, brands
* Setting and managing sales prices
* Retail and trade marketing
* Communicating with the market
* Mass communication
* Online, social media marketing and direct sales

***READING LIST***

Kotler P. Armstrong G., Ancarani F., Costabile M., *Principi di Marketing, 17° edizione, Pearson, Milano, 2019*

Reading material, course packs and supplemental material for further study are available to students on the Blackboard platform (http://blackboard.unicatt.it).

The reading list and syllabus are the same for both attending and non-attending students.

***TEACHING METHOD***

The module consists of in-class lectures and discussion of business cases. Both attending and non-attending students are required to access the Blackboard platform for supplemental material and any additional information including exam results and information on the interim exam at the end of the module (first semester).

***ASSESSMENT METHOD AND CRITERIA***

Method

The module of Fundamentals of Marketing, held in the first semester, will conclude with a partial test during the official winter examination session (January-February). The partial test is written and optional; its mark is provisional and will be complemented with the scores obtained in the International Marketing (degree course in “Esperto linguistico d’Impresa” and “Esperto linguistico per le Relazioni Internazionali”) and Tourism Marketing (for the degree course in “Esperto linguistico per il turismo”) exams in the second semester. This test is open to all students who need to take the exam starting from June and does not require a previous formal enrolment. However, students are expected to keep updated on the date and location of the exam through Blackboard or lecture attendance). The partial test is not binding with respect to the second semester lectures.

The partial Institutions of Marketing exam is taken on the scheduled exam sessions for International Marketing or Marketing of Tourism exams according to the logistics arranged for these exams.

Students can take the partial Institutions of Marketing exam on any exam date from June onwards in every academic year. The separate tests relating to the Institutions of Marketing module and to completion (International Marketing or Tourism Marketing) can be taken at the discretion of the student, on the same date or on different dates.

Assessment criteria

The partial examination, scheduled for after the first semester and during ordinary examination sessions, consists of one open-ended question and fifteen multiple-choice questions. Students must choose the correct answer from a choice of four.

The open-ended question is worth a maximum of 7.5 marks out of a total of 30. The fifteen multiple-choice questions are worth a maximum of 22.5 marks which corresponds to 1.5 each.

The final mark is obtained by calculating the average of the mark for Institutions of Marketing and the mark for the second semester.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.

**Module 2 - International Marketing: Prof. Loretta Battaglia**

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

*Aim*

Aims of the module is to provide students with the required skills to operate in the global or international context. In particular, through an in-depth analysis of the marketing fundamentals examined in the first part of the course (Institutions of Marketing module), the course aims to provide students with the marketing methodologies to know, analyse and operate in the markets (local and international) and to meet the challenges that the global context poses to companies, focusing on the business relationships between companies and other organised undertakings. The module furnishes the marketing methodologies to study the critical variables that affect the approaches and behaviours of operators.

*Intended outcomes*

*Knowledge and understanding*

At the end of the course, students will be able to identify the factors which determine the operation of companies in international markets, recognise critical variables concerning corporate decisions and understand the best way to use marketing leverage available to companies in relation to different sectors and markets and countries and the type of company, as well as understand business models of Italian companies in international markets

*Ability to apply knowledge and understanding*

Students will be able to assess a company’s strengths and weaknesses, identify and select secondary sources which are useful for searching for data and information about target countries, analyse the positive and negative factors of a country’s systems, identify the opportunities for entering markets in relation to the typology of the company and the sector it belongs to.

Students will also be able to understand the use of COO (Country of Origin) and analyse techniques for adapting websites of companies in international markets to local market contexts.

***COURSE CONTENT***

- The process of internationalisation of companies International Marketing Plans
- The marketing environment and the choice of market operation areas
- Foreign market entry modes
- The business marketing mix and the development of international marketing strategy
- Business marketing on the Web.

- Business models for operating in traditional sectors and new emerging contexts.

***READING LIST***

E. Cedrola, *Il marketing internazionale per le piccole e medie imprese,* McGraw-Hill, Milano, 2005. Chapters/Pages: 1, 2, 3, 4; details regarding pages will be indicated during the course and posted on Blackboard;

Alternatively, for further study:

Jin B. - Cedrola E. (Eds.), *Fashion Brand Internationalization. Opportunities and Challenges*, Palgrave: N.Y., 2016 (ebook).Chapters/Pages: 1 and 2; details regarding pages will be indicated during the course and posted on Blackboard;

E. Cedrola - L. Battaglia, *Storia, economia, cultura, modelli di business e di marketing per operare con successo in Cina. La via verso la Terra di Mezzo*, CEDAM, Padua, 2012. Chapters/Pages: 1 and 2; details regarding pages will be indicated during the course and posted on Blackboard.

Course packs and supplementary material will be posted on Blackboard after lectures.

The syllabus and reading list are the same for both attending and non-attending students.

***TEACHING METHOD***

Frontal lectures, discussion of cases, accounts from companies.

The course also includes an optional assignment designed to study course topics in more detail.

Students also have the opportunity to take part in the international X-Culture project designed to develop an international marketing plan.

***ASSESSMENT METHOD AND CRITERIA***

The International Marketing examination is in two parts:

- Institutions of Marketing Module / semester 1 – As indicated in the Institutions of Marketing Module.

- International Marketing Module / semester 2 – Written examination consisting of open-ended questions with limited answers (number of lines). The examination is designed to assess students’ understanding and acquisition of concepts and applications presented during the module. Assessment of answers takes into consideration relevance of answers, completeness, examples and connecting arguments, clarity; “irrelevant” answers will be marked as insufficient despite being conceptually valid.

Final assessment of the International Marketing examination will be based on the average mark of the two modules. Final assessment can be boosted by optional work, carried out during the course and illustrated during lectures by the lecturer. The optional work is applicative and designed to introduce students to real or simulated corporate contexts.

Students can choose whether to take the tests for the two modules on the same exam date or on separate dates. Students have to register for the exam session on the appropriate platform each time they present themselves at the examination for either one or both of the modules.

***NOTES AND PREREQUISITES***

Blackboard is a dynamic and operational support for the course where students can find all specific references and further study material. All students, also non-attending ones, are invited to register for the virtual classroom on Blackboard (one per each part of the course).

Students should have basic knowledge of Marketing concepts, learned during the Institutions of Marketing course or similar courses.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.