**. - International marketing**

Prof. Roberto Paolo Franco Nelli

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

The course aims to provide students with a method for dealing with the many problems related to the management of marketing policies at a global level. To make the course approach even more concrete, the analysis is combined with the discussion of significant cases and interventions of business managers.

At the end of the course, students will:

1. have acquired the knowledge of marketing management logics and tools from an international perspective;
2. be able to independently assess the various strategic options and the consequent marketing policies at an international level;
3. be able to set up and present a marketing plan for a specific concrete problem that will be proposed during the course.

***COURSE CONTENT***

1. The new international marketing trends
2. The experiential vision of consumption processes
3. The globalisation of markets and the role of digital technologies
4. Analysis of the marketing environment at an international level
5. Development of marketing strategies at an international level
6. The role of trade fairs
7. The building and evaluation of the global brand
8. Communication strategies at the international level: intercultural problems
9. International advertising: standardisation and localisation

***READING LIST***

The reading list, essentially based on material prepared by the lecturer, will be provided at the beginning of the course and made available on the Blackboard platform.

***TEACHING METHOD***

The course is divided into theoretical lectures, discussion of business cases, intervention of company experts, a project work in groups with the collaboration of a company.

***ASSESSMENT METHOD AND CRITERIA***

The learning outcomes are verified through two different exam methods, which the students can choose depending on whether they decide to regularly attend classroom lessons and to participate in the project work planned during the course, or if they decide to prepare for the exam mainly with self-study.

1. For attending students, the learning assessment will be based:

- 50% on the assessment of the project work carried out and presented to the company that suggested the issue to be addressed; other criteria for assessing the project work are: compliance with the requests, variety and detail, originality and applicability of the proposal;

- 50% on the outcome of an open-ended written test, lasting 60 minutes, aimed at verifying the students’ acquisition of the basic concepts, their critical processing skills and the connections between the proposed contents.

2. For non-attending students or for those who do not intend to take the exam according to procedure provided for attending students, the exam is written and includes three broad open-ended questions lasting 90 minutes, aimed at verifying the students’ acquisition of the basic concepts, their critical approach and ability to relate the proposed contents.

***NOTES AND PREREQUISITES***

Prerequisites of the course is a basic knowledge of Marketing concepts.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.