# International Marketing

## Prof. Giancarlo Nadin; Prof. Loretta Battaglia

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

The increasing importance of the foreign markets and of the competitive pressure are an increasing source of upheaval in the business of a company. National borders play an ever-shrinking role in delineating the economic space and are no longer enough to protect those companies focused on the efficiency and effectiveness of their operations.

This scenario sees the companies operate in increasingly broader and more complex spheres, demanding new strategic and managerial approaches tailored to operating on an international and global scale. The course will provide the student with the key operating and analysis tools needed to address the new challenges faced by companies of any size, small, medium and large.

In the final part, the course will explore the particular features of the Chinese market, one of the main emerging economic areas, both in terms of demand (industry, services and tourism) and supply.

At the end of the course, students will be able to:

* identify and understand the key concepts of business operations in international markets, with a focus on small and medium-sized enterprises;
* understand the international marketing process;
* analyse the influence of culture on the strategic and operational choices made by companies;
* define international marketing strategies and policies;
* recognise the main mechanisms at the basis of the Chinese market, and the strategic and operational peculiarities of the most important companies of this area;
* promote Made-in-Italy, especially from the point of view of territory and tourism.

***COURSE CONTENT***

– The corporate internationalisation process in the sphere of market globalisation.

– The internationalisation process: determining factors and hurdles.

– The international behaviour of Italian small and medium-sized enterprises;

– The strengths and weaknesses of Italian SMEs (small and medium enterprises) in the drive for international growth.

– Culture and its influence on international marketing;

– Decisional traits of operating in the foreign markets: the ethnocentric, polycentric and global approach.

– Analysis of foreign markets and their entry barriers.

– Ways of tapping into the foreign markets.

– International segmentation and the cross-border market presence.

– Tailoring the marketing mix to the needs of the international markets.

– International product policy decisions.

– International pricing.

– International distribution.

– Communication for the international markets.

– Internet as a communication and sales tool. The internet marketing plan.

– Customer Relationship Management (CRM).

– The internationalisation process of products, companies, cultures, and territories.

– Work with China: history, culture, economy, business and marketing patterns.

##### READING LIST

E. Cedrola, *Il marketing internazionale per le piccole e medie imprese,* McGraw-Hill, Milan, 2005.

F. Musso-B. Francioni, *Marketing per i mercati esteri,* EGEA, Milano, 2019.

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: further details will be made available on Blackboard after each lecture.

Additional reading material accessible directly from the Blackboard platform.

***TEACHING METHOD***

Classroom lectures, guided practical assignments, professional guest speakers.

During the course, students will also have the possibility to write assignments on the topics explained in class.

The course will be supported by practical classes (in this case class attendance is optional).

***ASSESSMENT METHOD AND CRITERIA***

There will be a single written exam in two parts, one for each of the two semesters: the first will relate to the content of the semester 1 course (40 hours) and consists of four open questions. The final mark will be expressed in thirtieths. Students will be tested on their knowledge of the subject, their critical thinking skills, and their ability to find links between different topics. In addition, the final assessment will take into account the accuracy of the answers; irrelevant answers (even if they are valid from a conceptual point of view) will not be accepted.

The six open questions (four on the semester 1 course and two on the semester 2 course) are all worth the same number of marks, ranging from 0 (no or irrelevant answer) to 30 (full answer), for a maximum of 30/30 with *lode* (for an excellent answer). The final mark will be the average of the marks for each of the six questions.

During the course, students will also have the possibility to write optional assignments on the topics explained in class and therefore increase the final mark. These assignments will have a practical approach and will help students experience real or simulated company activities. Each assignment will be evaluated in a different way, considering its degree of difficulty and accuracy.

***NOTES AND PREREQUISITES***

Students are requested to know marketing basics (lecturer suggests the reading of *Fondamenti di Marketing* di J. Blythe-E. Cedrola, Pearson, Milano, 2013).

Further details about the chapters of the readings, the lecture’s slides and supplementary material will be posted on Blackboard after the beginning of the course.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.