# International Marketing (with module on Tourism Companies)

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

The increasing importance of the foreign markets and of the competitive pressure are the biggest disruptive force to the operations of a company. National borders play a diminishing role in delineating the business space and are no longer sufficient to protect companies who pay little attention to the efficiency and effectiveness of their business.

A scenario that sees companies operate in increasingly broader and more complex environments requiring new strategic and management approaches that cater to the features of international or global operations. The course sets out to provide the main operational and analysis tools used to deal with the new challenges faced by businesses today, whether these be small, medium or large-sized companies.

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 and services, 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 internationalization process of companies in the arena of market globalization.

– The internationalisation process: determining factors and hurdles.

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

– The strengths and weaknesses of Italian SMEs in the sphere of international growth.

– Culture and its influence on international marketing;

– Culture as a crucial factor in the internationalisation of products and services.

– Decisional aspects of operating abroad: the ethnocentric, polycentric and global approaches.

– Analysis of foreign markets and methods of market selection.

– Methods of entering foreign markets.

– International segmentation and presence on cross-border markets.

– The marketing mix for the international markets.

– Choosing the international product policy.

– International pricing.

– International distribution.

– Communication for the international markets.

– The internet as a tool for communication, sales and relations. The internet marketing plan.

– Customer Relationship Management;

– The internationalisation of products and businesses, culture and regions;

– Working with China: history, culture, economy, along with business and marketing models.

***READING LIST***

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

P. A. Herbig, *Marketing interculturale,* Apogeo, Milan, 2003.

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***

Lectures, practical classes, case studies and contributions from the corporate sector.

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 assignements 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 enrolled in this course are expected to have a basic knowledge of the key concepts of Marketing (that can be found in the textbook J. Blythe-E. Cedrola, *Fondamenti di Marketing,* Pearson, Milan, 2017).

Further teaching material, such as the list of chapters and the slides used in class, will be made available on Blackboard after each lecture.

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.