# International Marketing

## Prof. Sebastiano Grandi

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

The aims of the course is to focus the attention on marketing strategies in international context. In particular, the goal of the first module is to analyse the attractive factor of international markets studying important case histories of success.

During the lessons the students will have the possibility to listen business case directly from marketing and brand managers.

*LEARNING OUTCOMES*

The goal of the course is to give conceptual and analytical instruments for planning and manage marketing strategies in international context.

***COURSE CONTENT***

The main contents of the course are:

* international economic system
* country’s attractive condition
* international market selection
* countries positioning
* globalization factor
* buying and selling models in international market
* international consumer change and trends;
* internationalization strategies
* channel in international market
* international marketing policies
* international market plan
* Posite and negatice case hisories

***READING LIST***

G. Pellicelli, *Il marketing internazionale, (Mercati globali e nuove strategie competitive)*, ETAS Libri, 2010, capitoli 3,4,5,7,8,10,11,12,13,14,15.

For attending students the reading list will change during the lessons

***TEACHING METHOD***

The course combines cases, discussions, and readings to provide a mix of integrating concepts and hands-on problem solving.

In the classroom, numerous company case histories will be discussed and the strategic options that can be followed, their strengths and weaknesses and the management choices actually made by the companies will be assessed together.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories.

*Attending studends* are considered students prensent in classroom. Futhermore, managerial lessons will not be recorded for privacy reasons. students who do not come to the classroom will be considered non-attending and their exam will relate only to the bibliography

For *attending students* the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For *non-attending students* the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

***NOTES AND PREREQUISITES***

Students are expected to have a basic knowledge of marketing.

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.

In any case, you can contact the teacher via email for any need or for an appointment (recommended).

The reception of students is normally held at the teacher's office (or electronically via Teams / Skype), in the Faculty of Economics and Law.