

COURSE TITLE
INTERNATIONAL MARKETING

Study programme
International Relations

LM-52

LAUREA (MAGISTRALE)

A.Y. 2021-22

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SSD

CREDITS

Year of study (I, II)

Semester (I, II)

EXPECTED LEARNING OUTCOMES

This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. The student will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies.

Knowledge and understanding

The course main aims are:

- To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues
- To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing
- To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
- To build communication and teamwork skills through the group project
- To familiarize students with extant "tools" of international marketing beyond the textbook such as the Internet, government databases, etc.

Applying knowledge and understanding

Students will learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.

Further expected learning outcomes:

- **Making judgements:** The course aims to allow students the autonomy of judgment - understood as a capacity for observation, comprehension and critical analysis - of the international marketing dynamics in a comparative perspective, both spatial and temporal.
- **Communication skills:** Students are stimulated to improve their communication and explanatory skills, acquiring the mastery of the technical language of the discipline and expressing it clearly, in order to transmit the acquired contents appropriately and be able to follow and support a conversation with experts. At the end to encourage this type of learning, the course will tend to greatly enhance classroom discussion and student participation, including through the presentation of case studies.
- **Learning skills:** During the lessons, students are asked to inform and discuss on current issues related to the discipline and this in order to stimulate their curiosity and increase their interest in expanding, deepening and updating their knowledge and skills.

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CONTENTS

The Scope and Challenge of International Marketing

The Dynamic Geographic Environment of International Trade

The geography of global companies

The Dynamic Environment of International Trade & Cultural Dynamics in Assessing Global Market

Culture, Management Style, and Business Systems

The macro environment

Global Marketing Management: Planning and Organization

Product and Services for Consumers and Business

International Marketing Channels

Integrated Marketing Communications and International Advertising & Personal Selling and Sales Management

Pricing for International Markets

RECOMMENDED READING:

There is no single textbook for this course. Students are asked to read academic papers during the course and are also invited to conduct independent research, guided by the course convenor,

Key Introductory Texts: International Marketing di Philip Cateora, John Graham, Mary Gilly

ASSESSMENT METHOD

Learning results to be verified: good general understanding of the main contents; good understanding of how to write a basic marketing plan. The student must prove that has acquired at least sufficient understanding of the fundamental theoretical knowledge, as well as the ability for empirical application.

Assessment method:

The exam will consist of	Written and oral examination	X	Written examination		Oral examination	
In case of a written exam, questions are*	Multiple choices		Open questions		Numerical exercises	

(*) more answers possible