

Second Level Degree in International Finance and Economics
A.A. 2022-2023

International Marketing

Module A

prof.ssa Patrizia Silvestrelli

Course information

Course objectives



- You will learn about the main factors affecting international marketing strategies.
- You will come to know about consumer behavior.
- You will acquire knowledge on placing a product into foreign markets.
- You will discover the way of moving products worldwide and selling them into specific countries.
- You will study the tools useful to communicate and promote products in foreign countries.

Course materials and assignments

➤ Teaching Methods

In-class lectures

Case-studies analysis

Class discussion



➤ Course Material

Students will be provided with slides, readings and academic articles, which will be uploaded in the web page of the course.

➤ Assignments

Students will be provided with case studies and exercises according to deadlines.

Project work

Students will be working in groups to develop a project, useful to put in practice international marketing knowledge and implement their skills in analysing markets and implementing international marketing strategies.

“Create your own company”



- Groups and industry sector will be decided within the first two weeks of the course.
- The project work will be built up during the course, while students gradually acquire tools and knowledge about the topics.
- The project works will be written in a paper, which has to be submitted at the end of the course (guidelines editing will be provided in the right time).
- All project works will be presented by each group at the end of the course.

Students' evaluation



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The final evaluation will be based on:

- assignments and exercises (10%)
- project work (30%)
- final exam (60%)

FINAL EXAM: open-questions and some multiple-choice questions.

Course Schedule

- ❑ **Tuesday 14-16**
- ❑ **Thursday 16-18**

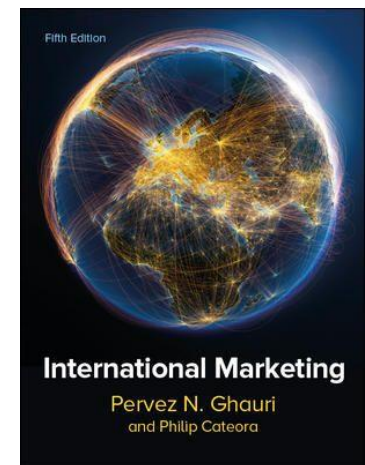
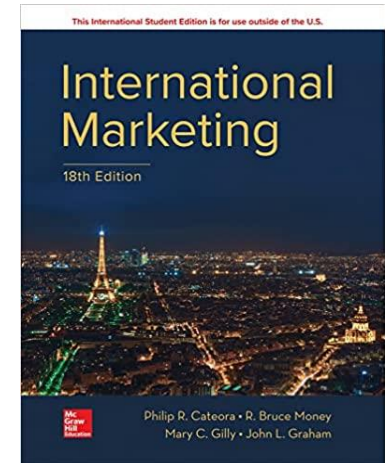


Any change in the course schedule will be communicated on time through:

- online board of the Department
- on line board of the professor

Textbooks

- Philip R. Cateora, R. Bruce Money, Mary C. Gilly and John L. Graham, ***International Marketing***, 18th Edition, Editor: Mc Graw-Hill Education, 2021.
- Pervez N. Ghauri and Philip Cateora, ***International Marketing***, 5th Edition, Editor: Mc Graw-Hill Education, 2021.



Contact



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Information about day and time of office hour are available in the professor's web page.

Students are invited to email the professor to make an appointment.