

International Marketing Management - Cases and Applications

Course Description

The International Marketing Management - Cases and Applications (IMM-CA) Course involves the study of practical business cases related to the International Marketing - Fundamentals Course syllabus.

In the IMM-CA Course, student learning is verified through the development of a Project Work on a brief assigned by the lecturer.

To support students in developing the Project Work, several business cases, including direct international business management testimonials, are presented and analyzed in the first part of the course.

In the second part of the course, the Project Work developed by the students is presented, discussed and concluded under the supervision of the lecturer.

The Project Work constitutes the object of evaluation by the lecturer for the purpose of obtaining the 3 CFUs of the IMM-CA Course and contributes to the final grade of the single exam scheduled for the module International Marketing Management- Fundamentals + International Marketing Management - Cases and Applications (CFU 6+3).