

Facoltà di Economia
Dipartimento di Management
Corso di Laurea Magistrale in Management delle Imprese (Business Management)
Anno Accademico 2015/2016 - II Semestre

Programma del corso di International Marketing Management

(corso tenuto in lingua inglese)

(Prof. Vincenzo Sanguigni)

Course Objectives

This course is an introduction to the major theoretical approaches and practical issues in international marketing management. Emphasis is on the cultural aspects and the strategic implications of competition in the markets of different countries. Although the course is animated by a global orientation, export marketing and operations of smaller companies are not overlooked. The final objective of the course is to help students to become wise business decision makers in an international/global environment.

Course Topics

1. Overview: International Marketing and the Dynamics of International Business
2. The Impact of Culture on International Marketing
3. Assessing International Market Opportunities
4. Developing International Marketing Strategies
5. Developing International Marketing Decisions

Course Organization

- Lectures by Prof. Vincenzo Sanguigni
- Case studies presented by managers invited as guest speakers

Textbook

- Cateora P., Ghauri P. (2014), International Marketing, 4th edition, McGraw-Hill

Grading

Written test