

INTERNATIONAL MARKETING 2019-2020

An Introduction to the Course

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INTERNATIONAL MARKETING

September, 16th - December, 20th

Syllabus on the website

(.... you will also find the Presentations there)

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The Profs (Class 1)

Carolina Guerini is Associate Professor in Marketing at LIUC University.

- *She is responsible for the degree in Marketing and she teaches Marketing, Innovation & Product Development, Digital Marketing and International Marketing.*
- *She is also Faculty Member at SDA Bocconi (the Business School of Bocconi University- Milan) as well, she is course leader of the BtoB Marketing Course (Bocconi University Master in Marketing and Communication).*
- *Author of several publications and papers, she's considered one the main experts in Italy in International Marketing.*

Class 1: students (A-H) exchange students as well

The Profs

Eleonora Cattaneo has taught International Marketing and Digital Marketing at LIUC.

- *She is Senior Lecturer at Regent's University in London and Director of the Masters in Luxury Brand Management.*
- *She also teaches the MBA marketing course at ISEG, Paris,*
- *Her areas of expertise include strategic and international marketing as well as brand management.*
- *She has global consulting experience in a variety of Fortune 500's: Fiat, CNH Industrial, Renault and Nestlé among others.*

International Marketing

Course Purpose and Methodology

- The purpose of this course is to provide both **theory** and **practical applications** of International Marketing
- It will offer **research insights** from around the **globe** and **show** how **corporate practices** are adjusting to marketplace realities
- There will be the possibility of measuring competences in a **series of work-out sessions**.

International Marketing -Course Contents

- **International marketing: is it really different from Marketing?**
- **Market selection & CPA (Country Portfolio Analysis);**
- **Entry-modes** (export, contractual agreements, foreign direct investments) and how they affect the possibility of being in relation with customers and clients
- **Products & services: global or local?**
- **Pricing issues: variables affecting price in the international context**
- **Communication strategies and policies in the globale environment**
- **Marketing plans** for consumer products in foreign countries and globally
- **BtoC versus BtoB and servive industries**
- **Different Regions/Countries** (industrialized, emerging, ...)
- **Future developments in International Marketing** (the innpact of digitalization).

The Guest- speakers in our Lectures

Guest Lectures – There will be several guest -speakers during the semester:

- Marcello Antonioni
- Ruben Herskovits
- DSNMO

LIUC's etiquette

1. Arrive to class **on time**; do not leave early without prior explicit instructor approval.
2. Keep your **mobiles off**.
3. Do not wander in and out of the classroom .
4. **Hand in assignments on time if requested.**
No late submissions are allowed.

Exchange students

- Exchange students who want to attend the Course **are obliged to interact** with the International Relation Office - LIUC.
- The Office will publish a list of 'attending' students.
- Exchange students follow the same rules as local ones (see Attendance Evaluation & Final Evaluation).

The textbook

**W.J. Keegan, M.C. Green, Global Marketing, 9
Edition, Pearson, 2016**

There are many alternatives you can choose:

Global marketing strategy [on line] : an executive digest / by
Bodo B. Schlegelmilch. - Cham : Springer, 2016

Pls.

Ask LIUC Library (free)

Course Evaluation

- For students attending classes, the final grade is based on 3 different types of evaluations:
 1. Midterm evaluation - on the first part of the course (**October, 25**)
 2. Final exam- on the second part of the Course (**December, 20**)
 3. **Class participation**

Course Evaluation (type of exam)

Written exam - midterm evaluation:

4 questions - reasoning questions (no mnemonic question) related to the first part of the International marketing Course

Final written exam -

4 questions about the second part of the Course.

Attendance Evaluation

Attending students are those students who:

- Participate actively
- Hand in assignments on time (**at least 4 assignments**)- Group assignment (Same group from the beginning to the end of the Course)
- midterm evaluation + final exam

Attendance Evaluation

- Group assignment (**same group**)
- 3 work-out sessions/case discussions in the first part
- 3 work-out sessions/case discussions in the second part of the course

N.B.

1. To be considered attending, students must hand in **at least 4 assignments**
2. The group must be composed of **3-4 students** (no more than 4).

Corse Evaluation

1. Assignment (**at least 4 assignments**) will be worth 40% of the final evaluation. The evaluation is based on the first version you send.
2. Midterm evaluation + final exam: 60%

You'll receive the final evaluation by e-mail in January. We will communicate the date later on during the course.