

Syllabus

Course description

Course title	International Marketing
Course code	27028
Scientific sector	SECS-P/08
Degree	Bachelor in Economics and Management
Semester and academic year	2nd Semester 2016-2017
Year	3
Credits	7
Modular	No

Total lecturing hours	42
Total lab hours	none
Total exercise hours	none
Attendance	suggested, but not required
Prerequisites	none
Course page	http://www.unibz.it/en/economics/progs/bacs/economics/courses/default.html

Specific educational objectives	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Economics/Business Administration.</p> <p>This is an optional course that students can choose in the 3rd year in order to customize their study plan – the course is a core subject in business administration. It is designed for acquiring professional skills and knowledge in the field of international marketing.</p> <p>The educational objectives objectives of the course are the following:</p> <ul style="list-style-type: none"> • To provide students the necessary knowledge of international marketing theory in order to be able to understand the cultural and social phenomena of a changing globalized business context as well as the management of international marketing practices. • To provide students the necessary knowledge of marketing to continue their studies at master level either in the same subject area or in other similar disciplines. • To provide students the ability to understand complex marketing situations in the global market, choosing appropriate analytical marketing methods and searching for relevant information in marketing decision-making processes.
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Lecturer	Dr. Andreas Hinterhuber Office E 3.10 e-mail andreamichael.hinterhuber@unibz.it
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	tel.: 0471 013278 lecturer's page:
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	
List of topics covered	<ul style="list-style-type: none"> ✓ Basics, tasks and characteristics of marketing and of international marketing including principles of marketing, market orientation, and value creation. ✓ Principles and nature of: (a) export marketing, (b) international marketing, and (c) global marketing. ✓ The international marketing environment and in particular: (a) the political, regulatory, and legal environments; (b) the economic environments; (c) the cultural and social environment; and (d) the technical and physical environments. ✓ Market research in an international basis and country risk assessment ✓ Strategic marketing planning, including strategies and objectives for international market entry and market development (international strategy, international market selection and segmentation, alternative entry modes, timing, etc.) ✓ Export marketing mix versus global marketing mix (product adaptation, international product development, management of international product life cycles, managing products and services, branding, export pricing, price strategies on the world market, global communication, advertising, public relations and sales promotions, management of international distribution channels, international marketing logistics)
Teaching format	Lectures and in-class experiential exercises supplemented with real-life case studies and discussions. Individual or small group projects will be carried out during the course of the semester and will be presented and submitted by the end of the semester.
Learning outcomes	<p><u>Knowledge and understanding</u></p> <p>Students should have acquired knowledge in relation to the role of marketing in international business, especially in relation to export marketing, international marketing, and global marketing. They should also have developed a clear understanding of the major environmental forces that drive the expansion of international trade that must be understood by international marketers, including: political, legal, regulatory, economic, social and cultural,</p>

	<p>technological and physical forces.</p> <p><u>Applying knowledge and understanding</u> By the completion of the course, students should be able to apply their knowledge and understanding of the world's trading system and its players; they should come out of this course with improved applied knowledge and understanding of the geography, economic strength, political systems, and culture of countries that play an important role in the world's economy. Students will be exposed to the current trend towards regional trading blocs and their impact on the global economy and international marketing practices.</p> <p><u>Making judgements</u> Students are expected to gain managerial perspectives to be able to make judgements by using their analytical ability in addressing international marketing opportunities, and in the definition and solution of international marketing problems. Also, to gain practice in applying textbook or business press concepts to "real world" situations through the use of real-life case studies.</p> <p><u>Communication skills</u> Communication skills are developed through focused in-class discussions and exercises through the use of real-life case studies. In addition, team-dynamics are developed through group project work and oral communication skills are developed through the preparation and public presentation of assessed projects.</p> <p><u>Learning skills</u> Learning skills are significantly enhanced through this course because the teaching style is based on the concept of experiential learning. Lectures and readings impart specific knowledge of theory and frameworks relevant to international marketing. Experiences deepen students' applied understandings of those theories and frameworks. Theory is directly applied to real business situations. By means of several case histories and in-class exercises, the class will discuss what works, what doesn't and why.</p>
Assessment	<p><u>Attending students:</u> Three pillars:</p> <ul style="list-style-type: none"> - Written exam (60%) - Student presentation (40%) - In class participation (max. 3 points improvement) <p><u>Non-attending students</u></p> <ul style="list-style-type: none"> - Written exam (100%)

Assessment language	English
Evaluation criteria and criteria for awarding marks	<p><u>Attending students:</u> Written exam: degree of reaching learning objectives Student presentation: quality, originality, rigor, depth of presentation In class: contribution to in-class learning</p> <p><u>Non-attending students:</u> Written exam: degree of reaching learning objectives</p>
Required readings	<p><u>Attending students:</u> Course pack</p> <p><u>Non-attending students:</u> Keegan W., Green, M., Global Marketing, 8th ed., Pearson, 2014</p>
Supplementary readings	Announced throughout the course