

COURSE OF STUDY Economics, Finance and Entrepriise

ACADEMIC YEAR 2024/2025

ACADEMIC SUBJECT International Marketing

General information	
Year of the course	2024/2025
Academic calendar (starting and ending date)	1 semester
Credits (CFU/ETCS):	6
SSD	Secs/P-08
Language	Italian
Mode of attendance	Not compulsory

Professor/ Lecturer	
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Department and address	Economics and Finance, Largo Abbazia Santa Scolastica, 53
Virtual room	Microsoft Teams, room code: box1mit
Office Hours (and modalities: e.g., by appointment, on line, etc.)	By appointment by email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
42	42		108
CFU/ETCS			
6	6		

Learning Objectives	<i>The aim of the course is to introduce the role of Marketing in the context of corporate internationalization strategies, the main market screening models, entry methods and marketing strategies. Specifically, students will be able to know and understand the strategic and decision-making processes of companies, to identify and propose market analysis models, identify the methods of entry into them and the marketing strategies that the managerial literature presents.</i>
Course prerequisites	<i>Awareness of issues relating to commercial relations of companies, with particular attention to knowledge of the consumer and marketing plans and processes.</i>

Teaching strategy	<i>Frontal lessons and business cases to delve into concepts and tools. Project work and seminars with Entrepreneurs, Managers and personalities who relate to different countries of the world.</i>
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ Knowledge of Marketing strategies applicable in international markets ○ Understanding of the importance of knowledge of culture in order to be

	able to interface with different peoples and markets
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ Ability to propose and apply marketing strategies in cases of international marketing
Soft skills	<ul style="list-style-type: none"> ● <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ Evaluating, independently, the marketing phenomena at an international level, strengthening one's own ability to reflectxxxxxxxx ● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Using the language and vocabulary of Marketing and, specifically, of International Marketing ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Understanding international dynamics according to the logic of cause and effect
Syllabus	
Content knowledge	<p><i>The globalization</i> <i>International strategies</i> <i>The attractiveness of the countries</i> <i>country accessibility</i> <i>How to enter foreign markets</i> <i>Production plants abroad</i> <i>International collaboration agreements</i> <i>Positioning of the offer</i> <i>Product Policies</i> <i>Pricing policies</i> <i>Communication policies</i></p>
Texts and readings	<i>Valdani E., Bertoli G., Marketing Internazionale, Egea, 2023</i>
Notes, additional materials	-
Repository	-

Assessment	
Assessment methods	
Assessment criteria	<ul style="list-style-type: none"> ● <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ Understanding of the themes of the discipline and their connection ● <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ Ability to apply theoretical notions to practical cases ○ <i>Autonomy of judgment</i> ● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Reflection and reasoning skills ○ <i>Communication skills</i> ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Ability to organize knowledge
Final exam and grading criteria	<i>The final mark is given out of thirty. The exam is considered passed when the grade is greater than or equal to 18. For attending students who will do the projectwork: the final grade will be given by the sum between the grade of the projectwork (40%) and the grade of the written pre-session test (60%). For those who do not do the projectwork, the final grade will be determined by the outcome of the written test.</i>
Further information	-
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