Learning objectives

- Recognize and develop marketing management policies for global companies

Contents

The course aims to provide necessary knowledge for the development of marketing management in a competitive perspective. In particular, the course deepens product, price, communication and marketing channels policies.

Detailed program

- Marketing Management Fundamentals
- Marketing Management in the Global Market
- Global Environmental Drivers
- Global Entry and Expansion Strategies
- Segmentation, Targeting and Positioning in Global Companies
- Marketing Mix in Global Companies
Competitive Customer Value and Marketing Channels Management in Global Companies

Prerequisites

Teaching methods

Lectures

Assessment methods

Oral exam.

At the end of the course students can take a written exam

Textbooks and Reading Materials