COURSE SYLLABUS

Global Marketing Management

1819-1-F7702M040

Learning objectives

- Recognize and develop marketing management policies for global companies
- Evaluate and develop communication 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. The second part examines the concept of marketing communication with specific reference to corporate communication and stakeholders communication.

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
· Creating Global Marketing Programs
· Competitive Customer Value and Marketing Channels Management in Global Companies
· Marketing Communication: Fundamentals
· Corporate Communication
· Stakeholder Communication

Prerequisites

Teaching methods
Lecturers

Assessment methods
Oral exam.
At the end of the course students can take a written exam

Textbooks and Reading Materials

