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
Prerequisites

Teaching methods

Lectures

Assessment methods

Oral exam.

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

Textbooks and Reading Materials