



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Marketing

2021-2-F7702M063-F7702M200M

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#### Learning objectives

Recognize, critically assess, and develop global marketing policies in a global context

#### Contents

Prof. P. Matthyssens (4 cfu) – Prof. E. Arrigo (2 cfu)

The program of this first module Global Marketing (6 cfu) within the International Business course (12 cfu) offers an overview of global marketing strategies, by providing students with the analytical tools needed to understand marketing strategies in a global context.

#### Detailed program

Part I: The decision to internationalize and international market selection

- Initiation of internationalization

- Development of the firm's international competitiveness
- The international environment
- Global marketing research

#### Part II: An overview of market entry modes

- A decision model for entry mode selection
- A deeper look into selected entry modes

#### Part III: Selected aspects of international entry and expansion

- Industrial Networks and ecosystems
- Global sourcing

#### Part IV: Designing the global marketing program

- Global Product policies
- Global Pricing decisions policies
- Global Communication and Promotion policies
- Global Distribution policies
- Global Branding

### **Prerequisites**

### **Teaching methods**

Lectures, group discussion and case studies.

During the state of emergency implied by the Covid-19 pandemic, video-lectures will be provided together with some live streaming events.

### **Assessment methods**

Class participation, case discussion, and final written exam for attending students.

Oral Exam at SIFA exams

During the state of emergency implied by the Covid-19 pandemic, video-conference exams will be provided, via webex.

## **Textbooks and Reading Materials**

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### **Semester**

I semester

### **Teaching language**

The course will be taught in English

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