



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Marketing

2526-2-F7702M063-F7702M200M

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#### Learning objectives

1. To acquire the foundational skills and competencies necessary for conducting effective global marketing research.
2. To gain a comprehensive understanding of the significant influence of contextual differences on global marketing.
3. To comprehend the unique challenges and processes inherent in cross-border marketing.
4. To be able to analyze real-world marketing opportunities and challenges arising from competition in international markets, and to leverage best managerial practices to address them.
5. To critically reflect on the standardization/centralization versus adaptation/decentralization debate in global marketing.
6. To develop an international positioning strategy and marketing mix.
7. To comprehend the core theoretical frameworks pertaining to global competitiveness and global marketing.

#### Contents

##### Global marketing research.

Information is a key ingredient in the development of successful international marketing strategies. Lack of familiarity with customers, competitors, and the market environment in other countries, coupled with the growing complexity and diversity of international markets, makes it increasingly critical to collect information on these markets. The prime function of global marketing is to make and sell what international buyers want, rather than simply selling whatever can be most easily made. Therefore, what customers require must be assessed through marketing research and/or through establishing a decision support system, so that the firm can direct its marketing activities more effectively by fulfilling customer requirements.

##### Designing the global marketing programme:

Once the firm has decided how it will enter the international market(s), the next issue is how to design the global

marketing mix. This task comprises choices about product characteristics, pricing strategy, distribution channels, and communication outlets.

### **Implementing and coordinating the global marketing programme.**

As companies evolve from purely domestic firms to multinationals, their organizational structure, coordination, and control systems must change to reflect new global marketing strategies. Thereafter, we will discuss: a) how the international negotiator should cope with the different cultural backgrounds of its counterparts; b) how organizational structures and marketing budgets (including other control systems) have to be adjusted as the firm itself and market conditions change.

## **Detailed program**

### **Global marketing research.**

1. The changing role of the international researcher
2. Linking global marketing research to the decision-making process
3. Marketing research based on Web 3.0
4. Generative AI and marketing research
5. Analytics for marketers

### **Designing the global marketing programme:**

1. Product decisions
2. Pricing decisions and terms of doing business
3. Distribution decisions
4. Communication decisions (promotion strategies)

### **Implementing and coordinating the global marketing programme.**

1. Organization of global marketing activities
2. Controlling the global marketing programme
3. The process of developing the global marketing plan

## **Prerequisites**

There are three prerequisites that may have a major impact on successful attendance of this course:

1. Students must have completed a course in strategic management or corporate strategy (minimum 6 ECTS). This foundation is essential as the fundamental concepts and conceptual frameworks from corporate strategy will be leveraged and applied extensively to the context of international business throughout this course.
2. This course has a strong quantitative orientation. Students are expected to possess foundational skills in collecting, systematizing, and analyzing data, and to be familiar with the basics of statistical software packages (a basic understanding of STATA is strongly recommended). Prior coursework in statistics, econometrics, or business analytics would provide an excellent background for the project work and in-class activities.
3. Given the extensive use of scientific articles and an English-language textbook, fluency in English is required.

## Teaching methods

Classes are interactive and will be delivered in person. All classes contain a balanced mixture of interactive teaching by the professor, little videos and cases to be discussed, and applications in group or subgroups, followed by a plenary reporting and discussion.

The students following both the Global Strategy and the Global Marketing parts participate in a large application project, called the Duel task, i.e. a battle between two listed companies. This larger application follows the structure of the course and entails the application of the core frameworks and concepts of each part of the course in a real-life setting. The work implies a weekly application of these concepts and frames based on secondary data (Internet search followed by interpretation). The students which follow only Global Marketing have a minor application that is clearly more limited in scope. A separate note with the briefing will be provided.

## Assessment methods

The exam comprises two parts: a project work (the Duel task) and an oral exam.

### PROJECT WORK

A detailed description of this activity will be provided at the beginning of the course.

### ORAL EXAM

The oral, "closed book", exam covers the topics discussed in the selected chapters of the textbook, the teaching material distributed throughout the course (e.g., slides, academic articles, videos), the topic discussed in the seminars, and the subject of the business report that students must deliver as part of their project work. This exam aims to evaluate students' ability to articulate their knowledge clearly and coherently, engage in critical discussions, and demonstrate their analytical and strategic thinking skills in real-time. Additionally, the oral examination provides an opportunity to assess the students' autonomous thinking and problem-solving abilities, as well as their capacity to integrate and apply theoretical knowledge to practical, real-world scenarios. Through this format, students will also be evaluated on their communication skills, including the ability to present their ideas effectively and respond to questions with confidence and clarity.

### HONORS (LAUDE)

Provided the student demonstrates excellent performance in the project work and oral exams, the awarding of honors (laude) is contingent upon and regular, proactive, and constructive participation in course activities and debates.

### Plagiarism and inappropriate use of AI tools:

It is imperative that all work submitted is your own and properly cites any sources or influences. Plagiarism, which includes copying text or ideas from sources without proper attribution, is strictly prohibited and will result in academic penalties. Additionally, while AI tools can be helpful for research and drafting, the use of AI-generated text must be transparent and limited to ensuring grammatical correctness and coherence. Submitting content generated or significantly altered by AI as your own original work is unacceptable.

All submitted essays will undergo rigorous scrutiny for originality and compliance with academic standards. We employ advanced plagiarism detection software and have mechanisms in place to detect inappropriate use of AI-generated content. Any violation of these guidelines will be taken seriously and will lead to the invalidation of the submitted essay and the requirement for the students involved to write a new report.

Additionally, adhering to these standards is not only about your academic integrity but also about your duty to your classmates. Engaging in plagiarism or misuse of AI undermines the efforts of your peers who are committed to producing original work and upholding the values of fairness and honesty in our academic community. Please approach your essay with integrity and diligence, as these are foundational to your academic growth and professional development.

## **Textbooks and Reading Materials**

Hollensen, Svend (2020), Global Marketing, Harlow, UK, Pearson, 8th edition, ISBN: 978-1-292-25180-6 (print), 978-1-292-25182-0 (ePub) (recommended e-version that can be rented, see a.o., <https://www.vitalsource.com/en-uk/referral?term=9781292251820>).

Besides, all slides used in class and selected academic articles of the Professors referred to in classes, and provided on e-learning, will be required examination material.

## **Semester**

First semester

## **Teaching language**

English

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION

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