



INTERNATIONAL MARKETING

Prof. Donata Vianelli

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Office hours: Wednesday 15.00-17.00

**During the summer the office hours can be different.
In general, always check the news because my office
hours frequently change.**

My office:

2° floor, Room 211, Via Università 1



Enrollment and schedule

How to enroll in this class **(TBD by February 23)**:

- 1) Register in Moodle2, where you can find the slides of my class
- 2) Fill the following questionnaire **(TBD by February 23)**

https://it.surveymonkey.com/r/MktgInt_16_17

- 1) When you want to take the test, register on ESSE3

Class schedule:

Tuesday: 1 pm – 2.30 pm (Aula Magna – Via Tigor)

Wednesday: 1 pm – 2.30 pm (Aula Magna – Via Tigor)

Thursday: 1 pm – 2.30 pm (Aula Magna – Via Tigor)

Course material



Book: <https://www.amazon.it/Global-Marketing-Contemporary-Theory-Practice/dp/1138807885>

The book is available in Amazon and (soon) in the UNITS Library. The slides are all available in Moodle.

Students **attending all the lessons** and **taking notes** can study only from the slides and take the test in April / May.

Students not attending the lesson have to study from the book and the slides, and take the test only in May, June and September.

X-CULTURE PROJECT

Final Exam



Written test based on multiple choice and open ended questions.

The grade will be assigned in the following way:

- 1) 30 points based on the written test (laude based on the «quality» of the answers)
- 2) Only for students participating in the **X-Culture Project**:
21 points + **9 points for X-Culture** (laude based on the «quality» of the project and the answers)
- 3) The written test is divided into **two parts**.

The **first part** contains **2 questions** focused on topics that you should know because they are fundamental in the knowledge of international marketing. If you do not answer correctly to the first part, you have to retake the exam – **7 points**

The **second part** contains other questions on specific IM topics

- **23 points** for students not participating to the X-Culture Project
- **14 points** for students participating to the X-Culture Project: To get 14 points, you can answer to some of the questions that are all compulsory for not attending students (14 points out of 23 points)

4) Test for students attending the course will be done in April (6 CFU) and May (9 CFU)

5) Test during the Summer: May 29, June 12 and June 26, September 22.



Tentative class schedule

- February 21
 - February 22
 - February 23
 - February 28
 - March 1
 - March 2
 - March 7
 - March 8
 - March 9
 - March 14
 - March 15
 - March 16
 - March 21
 - March 22
 - March 23
 - March 28
 - March 29
 - March 30
 - April 4
 - April 5 – **remember... Career day ☺**
 - April 6
 - April 11
 - April 12
 - April 13
 - April 19 - only for 9 Credits
 - April 20 - only for 9 Credits
 - April 26 - only for 9 Credits
 - April 27 - only for 9 Credits
 - May 2 – only for 9 Credits
 - May 3 – only for 9 Credits
 - May 4 – only for 9 Credits
- Test: April 20 for students of Mktg and Innovation
Test_May 9, 10 and 11 for other students. PLEASE let me know if we can anticipate!



Not only lessons in/by UNITS

- Team work
- Companies' seminars
- Meeting companies / internships <http://www2.units.it/sportellolavoro/> - April 5, 2017
- Exchanges in Europe: Erasmus
- International exchanges for second yr students: University of Northern Colorado – Applications in December 2017. Flight and accomodation, no tuition, financial support by UNITS.
- Summer class of about 15 students (July and August 2017 – to be confirmed at the beginning of May) at UNITS with US students and US professor: 6 cfu. One class of 3 weeks).
- Be prepared for your future: gmat, toefl, etc...

QUESTIONS?

