



# INTERNATIONAL MARKETING

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**Office hours: Monday 18.00 – 19.30**

**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 205?, Via Università 1**

# INTERNATIONAL MARKETING

## What is International Marketing?





# Enrollment and schedule

How to enroll in this class **(TBD by February 23 – 11.30am)**:

- 1) Register in Moodle2, where you can find the slides of my class. There is no password.
- 2) Fill the following questionnaire **(TBD by February 23 – 11.30am)**: [https://it.surveymonkey.com/r/IntMktg17\\_18](https://it.surveymonkey.com/r/IntMktg17_18)
- 3) When you want to take the test, register on ESSE3

## Class schedule:

Tuesday:	1.15 pm – 2.45 pm (Aula Magna – Via Tigor)
Wednesday:	1.15 pm – 2.45 pm (Aula Magna – Via Tigor)
Thursday:	1.15 pm – 2.45 pm (Aula Magna – Via Tigor)
Friday:	1.15 pm – 2.45 pm (Aula 5 – Via Tigor)

# Course material



Book: <https://www.amazon.it/Global-Marketing-Contemporary-Theory-Practice/dp/1138807885> - The book is available in Amazon and 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 from end of 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 28, June 12 and July 3, September 20.



# Tentative class schedule

- February 21
- February 22 (presentation of X-Culture)
- February 23
- February 28
- March 1
- March 2
- March 6
- March 7
- March 8
- March 13
- March 14
- March 15 (1.00 – 3.00 pm)
- March 15 (3.30 – 18.00 pm) elective seminar
- March 16
- March 20
- March 21
- March 22
- March 27
- March 28
- April 4
- April 5
- April 6
- April 10
- April 11 (last lesson for students with 45h?)
- April 12
- April 13
- April 17 - McCorkle
- April 18 – Mc Corkle (after Open Day – Master Degrees)
- April 19 – NO LESSON FOR CAREER DAY
- April 20 - McCorkle
- April 24 – McCorkle
- April 26 – McCorkle
- April 27
- May 4 – TEST FOR ATTENDING STUDENTS

Test: May 4 (13-15 and 15-17)

Test for students of Political Science: to be defined – second half of April, best on Friday after 15.00 (problem of room availability)



# Not only lessons in UNITS

- Companies' seminars
- Two summer classes of about 15 students (June and July 2018 – to be confirmed at the beginning of May) at UNITS with US students and US professor: 6 cfu. One class of 3 weeks).
- March 15, 2018 (15.30 – 18.00) – Donne e Lavoro nel 2018: Essere imprenditrici tra sfide e opportunità. Organized by Units with Mib Trieste School of Management (location of the seminar) and AIDDA (Associazione Italiana Donne Imprenditrici e Dirigenti di Azienda) – benefit for attending students: 1 grade point.
- May 7 – 9 : Seminars, teamwork and pizza with Graz – Campus 02 students – This «all day program» can be recognized as 2 cfu workshop.
- X-Culture (3 cfu workshop if not used for the final grade)
- X – Culture best students: International Week in Macerata from July 29 to August 4 2018 – (with some financial support) – 3 cfu workshop

# QUESTIONS?

