



# INTERNATIONAL MARKETING

**Prof. Donata Vianelli**

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**Office hours: after the lesson OR by appointment**

**During the summer the office hours are  
in the DEAMS internet site.**

**In general, always check the news because my office  
hours frequently change.**

**My office:**

**2° floor, Room 203, Via Università 1**

# INTERNATIONAL MARKETING

## What is International Marketing?





# Enrollment and schedule

How to enroll in this class **(TBD by February 22 – 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 22)**:  
[https://it.surveymonkey.com/r/IM\\_2019](https://it.surveymonkey.com/r/IM_2019)
- 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** (don't buy the book) 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.

# 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 11, July 2, and September 19.



# Tentative class schedule

- February 19
- February 20 (presentation of X-Culture)
- February 21
- February 22
- February 26
- February 27
- March 5
- March 6
- March 7
- March 8
- March 12
- March 13
- March 14
- March 19
- March 20
- March 21
- March 22
- March 26
- March 27
- March 28
- March 29
- April 2
- April 3
- April 4
- April 5
- April 9
- April 10
- April 11
- April 12
- April 16 ?
- April 17 ?
- April 18 ?
- April 24 – TEST FOR ATTENDING STUDENTS



# Not only lessons in UNITS

- Team work
- Companies' seminars
- Companies seminars / career day in June
- Two summer classes of about 15 students (May and July 2019 – to be confirmed at the beginning of May) at UNITS with US students and US professor: 6 cfu. One class of 3 weeks).
- March 8, 2019 (15.00 – 18.00) – Donne e Lavoro nel 2019: Start Up femminili e futuro imprenditoriale. Organized by Units with Mib Trieste School of Management and AIDDA (Associazione Italiana Donne Imprenditrici e Dirigenti di Azienda)
- <https://www.festivalcittaimpresa.it/academy-bando/> (first deadline today)
- X-Culture (3 cfu workshop if not used for the final grade)
- X – Culture best students: International Week in Texas (to be confirmed, with some financial support) – 3 cfu workshop

# QUESTIONS?

