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CATTOLICA
del Sacro Cuore

International Marketing: Strategies for the Global Marketplace

PROF. LALA HU

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| Area of study: | Business and economics |
| Area Code: | IB/MK300 |
| Method of Instruction: | In-person |

Description

Competing in the global marketplace presents firms significant growth opportunities while also introducing challenges due to the diverse environments of foreign markets. This course examines key aspects of firm internationalization, including conducting international market research, evaluating and selecting entry modes for foreign markets, and developing effective international marketing strategies. Emphasis will be placed on discussing real case studies that explore how to design and adapt the marketing mix to align with the specific cultural characteristics of international markets and their customers. In groups, students will develop and present a marketing plan for an international brand.

Course objectives can be synthesized as follows:

On completion of this course, the student will be able to:

1. Understand the stages of the marketing process for the international development of businesses.
2. Critically evaluate the potential of international markets and identify possible challenges in foreign markets.
3. Understand and evaluate the alternative foreign market entry modes available to companies.
4. Develop a critical understanding of how to manage the firm's international marketing mix in foreign markets.

COURSE CONTENTS

- The concept of 'globalization'
- International marketing process
- International marketing research
- Foreign market entry modes
- Cultural dimensions
- Standardization vs. adaptation
- Development and presentation of a marketing plan



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PREREQUISITES

Basic knowledge of Marketing is recommended.

METHOD OF TEACHING

Interactive lessons, group assignments, presentations and discussions of case studies, guest lectures with practitioners.

COURSE REQUIREMENTS

- Students are expected to attend class sessions regularly and actively participate in class debates and group discussions.
- In groups, students must complete the assignments by the deadlines outlined in the extended syllabus.
- Students are required to submit one group project and present it to the class at the end of the course.

CREDITS

6 ECTS

GRADING

- Attendance and class participation: 20% of final mark
- Mid-term test: 40% of the final mark
- Project work assignments + class presentation: 40% of final mark

COURSE READINGS AND MATERIALS

All the readings will be available in a course pack and the lecturer's slides will be available on Blackboard.

INSTRUCTOR BIO

Lala Hu is Senior Assistant Professor of Marketing at the Università Cattolica del Sacro Cuore in Milan, where she teaches Marketing, Marketing Management, Marketing Communication, and International Marketing. Previously, she was Research Fellow and Adjunct Professor at Ca' Foscari University of Venice, where she was granted the Ph.D. in Management.

Her research interests include International Marketing and Digital Marketing from a cross-cultural perspective. She has been a Visiting Scholar in several universities worldwide, including Kellogg School of Management (Northwestern University), King's College London, Tongji University (Shanghai), and UIBE Beijing. She holds the Italian National Scientific Qualification for Associate Professor in Management. Prior to academia, she worked for the communications agency Leo Burnett.

E-MAIL ADDRESS

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