

Code A_2748

Facoltà/Faculty	Economics, Law and Political Sciences/ Scienze Economiche, Giuridiche e Politiche
Dipartimento/Department	Economics and Business Science
UniCa reference person	Francesca Cabiddu
Course name	International marketing/ Marketing internazionale
SSD	SECS/P08
Semester	Spring, 2nd
CFU	3
n. of VPS teaching hours	18
Language of instruction	English
Course Content and VPS' profile	<p>The aim of this course is to provide students with a general understanding of the various topics facing international and global marketers and to provide them with the analytical tools necessary to become successful international marketers.</p> <p>The visiting professor who will be teaching the course on international marketing in the month of May must be an expert in the field of marketing, with a specific focus on international marketing. Their knowledge and expertise should allow them to effectively convey the principles and strategies necessary for success in the global marketplace to the students in the course.</p>
Academic position of the VPS'	Professor