

[Int'l Marketing \(ERNESTO TAVOLETTI\)](#)

The ultimate objective of this course is to help you become an effective manager overseeing global marketing activities in an increasing competitive environment. If you pursue a marketing career, what you learn will not only have a direct relevance, but also help you understand how you, as a marketing manager, can affect other business functions for effective corporate performance on a global basis. If you choose a different career, the course will help you understand how you could work effectively with market people. You will have the opportunity of: 1) using a web-based global marketing management research and planning program (GMMSO: www.gmmso3.com) in order to develop your own international marketing plan; 2) working in an international project (X-Culture: www.x-culture.org) together with people from all around the world, in global virtual teams and learn the best practices of cross-cultural collaboration through personal experience. X-Culture participants receive achievement certificates and the best teams are financially encouraged to attend an international meeting.

[Business in China \(CRISTIANA BARBATELLI\)](#)

The China business challenge is one of the most actual and debated themes among international scholars and in the international business community. The aim of the course is to give students a clear and straightforward outlook on practical methods in managing business in China and effective analysis tools in order to foresee and how to draft successful business model in China projects. The topics explained and debated during the course cover aspects such as how to analyze entry barriers and risk factors of China market, how to assess market data and information and use them effectively, and how to draft strategic plans and implement the needed activities to set a successful business model in the most dynamic business environment of the century.

The course will host VIP speakers, as well as a cases history methodology, and will offer in-class seminars and debates and practical themes discussions in order to enhance the ability of students to apply learned notions to practical cases of China business .