

PROGRAMMA DEL CORSO DI INTERNATIONAL MARKETING IN THE DIGITAL AGE: SUSTAINABILITY & INNOVATION

SETTORE SCIENTIFICO

SECS-P/08 (ECON-07/A)

CFU

12

RISORSE

MODULE 1, MODULE 2, MODULE 3 AND MODULE 4

Textbook:

Global Marketing, Global Edition (10th edition, Pearson, 2020) e-book. Authors: Warren J. Keegan and Mark C. Green.

MODULE 5 and MODULE 6

The instructor's material (course handouts, typically averaging ten pages for each lesson) will be sufficient for exam preparation and evaluation. However, for a more in-depth analysis of the topics covered in these two modules, it is recommended to consult the following reference manuals.

Sustainable Marketing (1st edition Pearson, 2021) e-book. Author: Barry Emery

Digital Marketing (8th edition, Pearson, 2022) Dave Chaffey and Fiona Ellis-Chadwick

DESCRIZIONE

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Course Title: International Marketing in the Digital Age: Sustainability & Innovation Credits (CFU): 12

Course Description: This course provides an in-depth exploration of how digitalization, sustainability, and innovation are reshaping international marketing strategies in today's global marketplace. Through an interdisciplinary and practical approach, students will examine the role of digital tools, platforms, and data in influencing global consumer behavior, brand communication, and value creation. Emphasis is placed on sustainability and innovation not merely as trends, but as guiding principles for responsible and competitive international marketing.

Students will engage with real-world case studies, interactive activities, and project-based learning to develop the ability to craft marketing strategies that are ethically grounded, digitally enabled, and responsive to cultural and

environmental diversity. The course prepares students to operate effectively in international digital environments while addressing global challenges through sustainable marketing practices.

OBIETTIVI

This course offers an in-depth exploration of how digitalization, sustainability, and innovation are reshaping international marketing strategies. Designed for master's level students, it provides a comprehensive and interdisciplinary perspective on the global marketplace in the digital era. The course enables students to critically examine how digital tools and platforms influence global consumer behavior, shape brand communication, and transform value creation processes by integrating theoretical frameworks with real-world applications. At the same time, the course emphasizes the growing importance of sustainability and innovation, not just as trends, but as essential principles guiding the future of international marketing.

Throughout the course, students will investigate the dynamic interplay between global connectivity, local market differences, environmental and social responsibility, and the innovative capacities of businesses. Case studies, interactive discussions, and project-based assignments will enable students to apply their knowledge to real-world scenarios, analyze current trends, and propose sustainable and innovative marketing strategies fit for the digital age.

VERIFICA

The final exam can be taken either in written or oral form. The oral exam consists of an interview with the examination board focusing on the course content. The written exam consists of a test composed of 31 multiple-choice questions. For each question, students must select one correct answer from four options. Only one answer is correct, and no penalties are applied for incorrect or unanswered questions. A perfect score (31/31 correct answers) will result in the award of cum laude (honors).

In addition to the final exam, the course includes synchronous interactive teaching activities and intermediate assessments, which allow students to monitor their learning through ongoing evaluation and reinforcement of knowledge.

Participation in synchronous interactive activities may result in a bonus of up to 2 points on the final exam grade. This bonus is awarded based on the quality of participation and the results of the intermediate assessments.

To be eligible for the intermediate assessments, students must attend at least 50% of each hour of synchronous interactive teaching.

The intermediate assessments may consist of end-of-lesson quizzes or the submission of a written assignment. A quiz is considered passed if the student answers at least 80% of the questions correctly. In the case of written assignments, the decision on whether the work qualifies for a bonus is made by the course instructor.

The bonus points awarded for the intermediate assessments are added to the final exam grade only if the exam is passed with a minimum score of 18/30, and they may contribute to the award of cum laude.

The described assessment methods are designed to evaluate the level of understanding of theoretical concepts and the ability to apply them, as well as to assess students' competence and independent judgment. Communication skills and learning ability will also be assessed through direct interaction during the course.

AGENDA

In the "Exam Dates" section on the course homepage, the exam dates for each academic year are provided.

The synchronous interactive teaching activities are scheduled on the platform in the "Class" section.

Student office hours are scheduled in the "Online Office Hours" section.