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UNIVERSITY OF NAPLES
"PARTHENOPE"

Department of Management and
Quantitative Studies

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WHERE WE ARE

Department of
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STUDIES

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A.Y. 2015-16



UNIVERSITY OF NAPLES
"PARTHENOPE"

GUIDANCE AND TUTORING

Department of
MANAGEMENT AND QUANTITATIVE
STUDIES

Master Degree

Marketing and International
Management
(Class LM-77)

www.uniparthenope.it

COURSE OVERVIEW

The master degree in Marketing and International Management aims at providing students with the necessary understanding of marketing and international management fields. Graduates in Marketing and International Management will develop specific skills pertaining to the analysis and solution of issues related to the development of international business competition and the management of strategic and operational aspects of marketing. The course is organised according to an international perspective, offering students the possibility of a Double Degree in one of the most dynamic Baltic Countries: Lithuania.

CAREER PROSPECTS

Graduates can operate as entrepreneurs and managers in companies and institutions of the industrial and service sectors, both public and private; as managers and consultants for strategic activities and corporate governance (management, organization, production, marketing, finance, planning); as experts in the issues arising from the internationalization decision-making and its related marketing policies. Graduates can also perform, in relation to specific objectives, external activities with traineeships at public and private organizations, both national and international. Graduates from this course will hold an in-depth knowledge of the competitive mechanisms of the various national and international markets; develop the capacity to dialogue, interact and negotiate with people of different cultures; they will know how to optimize the relationships among all parties involved in business competitive areas, sometimes characterized by very different rules, values, and managerial behaviours; they will know how to manage people from different countries, use the marketing tools necessary to exploit the opportunities connected to globalization, and will understand the strategic and managerial implications of issues deriving from the market globalization.

The focus on marketing represents an unique opportunities for graduate, which develop their capability to manage international processes, but acquire also specific knowledge about the main example of Italian excellence worldwide.

SYLLABUS

The master degree in Marketing and International Management is a two-year course consisting of core, related, and complementary modules, as well as elective modules. Students have to pass 12 exams, and have the possibility to complete their education through an internship in national or international companies.

In the first year, the master course aims to develop skills in the following areas: Cross-cultural management; Political economics and international monetary economics; Financial management, Business planning, and Brand and Retail Management.

The second year is divided into two curricula: the former - namely International Management aims at prepare graduates for the management of international activities and projects, and focuses on statistical analysis, Company law, corporate social responsibility, international merger and acquisitions, as well as international networks in the service or technology field. The latter - namely Marketing - is much more focused on the development of graduates' marketing skills, although always according to an international perspective. It aims at developing graduates' knowledge in the following fields: Market analysis, EU law for marketing, customer experience management, fashion and luxury management, and digital marketing. During this year, students can exert their skills in a period of internship, participate in the DD program with Vilnius University, and have to write and discuss their final thesis.

SYLLABUS

Year I	ECTS
Cross-cultural Management	9
International Monetary Economics	9
Economic Policy and Market Regulation	6
International Financial Management	6
Business Planning	9
Brand and Retail Management (module I)	6
Brand and Retail Management (module II)	6
Year II	
Curriculum: International Management	
Models for Statistical Analysis	9
Company Law	6
International Trade Law	6
International M&A	6
Or	
Business Ethics and CSR	6
International Service Management	9
Or	
International Innovations Networks	9
Year II	
Curriculum: Marketing	
Quantitative Methods for Business Analysis	9
Marketing Law	6
EU Competition Law (module I)	6
Customer Experience Management	6
Or	
Fashion and Luxury Management	6
Digital Marketing	9
Common core modules:	
Foreign Language skills (En/Fr/Es/De)	6
Elective module	9
Internship or alternative activities	3
Final examination	15

For further information, please visit our website:
www.management.uniparthenope.it, and
email to: cds.management@uniparthenope.it