



DIPARTIMENTO DI STUDI  
AZIENDALI E QUANTITATIVI  
DIPARTIMENTO DI ECCELLENZA

For further information, please visit our website:  
<https://www.disaq.uniparthenope.it/>  
<https://www.uniparthenope.it/ugov/degree/1601>

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Year I	ECTS
Cross-cultural Management	9
International Monetary Economics	9
Economic Policy and Market Regulation	6
Risk Management	6
Business Model Innovation	9
International Marketing and Brand Management I	6
International Marketing and Brand Management II	6
<b>Year II</b>	
Curriculum: Innovation	
Economic Statistics and Big data	9
Patent Law	6
EU Law and Digital Data	6
Project Management	6
Technological Change Management	9
Foreign Language skills (En/Fr/Es)	6
One elective module	9
Internship or alternative activities	3
Final thesis	15



POSTGRADUATE DEGREE  
MARKETING AND INTERNATIONAL MANAGEMENT



ACADEMIC YEAR 2019-2020





## COURSE OVERVIEW

The master degree in Marketing and International Management aims at providing students with the necessary understanding of the main challenges international firms face with regard to three main areas: international management, marketing and innovation. Graduates will develop specific skills about the analysis and solution of issues related to the development of marketing and innovation strategies, as well as the management of international activities. During the second year, students can choose among three curricula – one in Marketing, one in International Management, and one in Innovation. The curriculum Innovation is entirely English. Students have also the possibility to get a Double Degree in one of the most dynamic Baltic Countries: Lithuania, and to combine the Italian postgraduate degree with the master in Marketing and Integrated Communication or in International Business Economics and Management.

## CAREER PROSPECTS

Graduates can operate as a) entrepreneurs; b) managers in several areas such as marketing, sales, distribution, channel, export, innovation and project management; c) consultants in the area of strategic management, marketing, project management, and international management. 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 interact and negotiate with people from different cultures; know how to optimize the relationships among all parties involved in business competitive areas, and know how to manage people from different countries using the marketing tools necessary to exploit the opportunities connected to globalization, and understanding the strategic and managerial implications of issues deriving from the market globalization, and from the continuous push towards innovation and changes.



## 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 Model Innovation, International Marketing and Brand Management. These courses are offered both in Italian and English.

The second year is divided into three curricula: the curriculum – International Management– aims at preparing graduates for the management of international activities and projects; the second – Marketing – is much more focused on the development of graduates' marketing skills, although always according to an international perspective; the third –Innovation–is focused on the development and implementation of innovation, and all modules are taught in English.