

Collaboration Uni Pisa and NGU: International Marketing Project with Gardena					
Topic	h	CW	day (t.b.c.)	Format	Teacher
Kickoff/ Sustainability positioning approaches	1,5	40	Mon	hybrid = face to face with online streaming	Iris
Excursion on line	4,5	40	Thu	on line	Iris
Why international? Differentiation/standardization	1,5	41	Mon	hybrid = face to face with online streaming	Iris
Segmentation in International Marketing	1,5	41	Fri	hybrid = face to face with online streaming	Dennis
Segmentation in International Marketing	1,5	41	Fri	hybrid = face to face with online streaming	Dennis
Market entry strategies	1,5	42	Mon	hybrid = face to face with online streaming	Iris
Market entry strategies	1,5	42	Mon	hybrid = face to face with online streaming	Iris
Coaching for presentation (assessment 1) Group 1	1,5	42	Fri	online	Dennis
Coaching for presentation (assessment 1) Group 2	1,5	42	Fri	online	Dennis
Coaching for presentation (assessment 1) Group 3	1,5	42	Fri	online	Dennis
Communication Policy in International Marketing	1,5	43	Mon	hybrid = face to face with online streaming	Iris
Communication Policy in International Marketing	1,5	43	Mon	hybrid = face to face with online streaming	Iris
Presentation Assessment 1 Group 1	1,0	44	Fri	online	Iris
Presentation Assessment 1 Group 2	1,0	44	Fri	online	Dennis
Presentation Assessment 1 Group 3	1,0	44	Fri	online	Dennis
Distribution Policy in International Marketing	1,5	45	Mon	hybrid = face to face with online streaming	Iris
Price Policy in International Marketing	1,5	45	Mon	hybrid = face to face with online streaming	Iris
Product Policy in International Marketing	1,5	45	Fri	hybrid = face to face with online streaming	Dennis
Product Policy in International Marketing	1,5	45	Fri	hybrid = face to face with online streaming	Dennis
The Global Marketing Program	1,5	46	Mon	hybrid = face to face with online streaming	Iris
Coaching for presentation (assessment 2) Group 1	3,0	49	Mon	face to face in Pisa	Dennis
Coaching for presentation (assessment 2) Group 2	3,0	49	Mon	face to face in Pisa	Dennis
Coaching for presentation (assessment 2) Group 3	3,0	49	Mon	face to face in Pisa	Iris
Presentation Assessment 2 Group 1	1,5	49	Fri	face to face in Pisa	Dennis
Presentation Assessment 2 Group 2	1,5	49	Fri	face to face in Pisa	Dennis
Presentation Assessment 2 Group 3	1,5	49	Fri	face to face in Pisa	Iris
Subtotal	21,5				
Subtotal	23,5				
Total	45,0				

Workload Pisa students assignment 1 = mini internship	h	CW
Participation Kickoff	4,5	40
Participation Excursion	1,5	40
Teamwork with NGU students on assignment 1	40,0	40 - 44
Coaching for assignment 1	3,0	42
Presentation assignment 1	1,5	44
Total	50,5	
equals ECTS (1 ECTS = 25 h)	2,0	
Workload Pisa students assignment 2 = International Marketing Project	h	CW
Why international? Differentiation/standardization	1,5	41
Segmentation in International Marketing	3,0	41
Teamwork with NGU students for assignment 2	75,0	44 - 49
Market entry strategies	3,0	45
Product Policy in International Marketing	3,0	45
Communication Policy in International Marketing	3,0	46
Distribution Policy in International Marketing	1,5	46
Price Policy in International Marketing	1,5	46
The Global Marketing Program	1,5	49
Coaching for presentation (assessment 2) in groups (1-3)	3,0	49
Presentation Assessment 2 in groups (1-3)	1,5	49
Assessment 3: Preparing Reflection Paper	3,0	50 or later
Total	100,5	
equals ECTS (1 ECTS = 25 h)	4,0	

Workload NGU students assignment 1 (only NGU students)	h	CW
Participation Kickoff	4,5	40
Participation Excursion	1,5	40
Teamwork with Pisa students on assignment 1	40,0	40 - 44
Coaching for assignment 1	3,0	42
Presentation assignment 1	1,5	44
Total	50,5	
equals ECTS (1 ECTS = 25 h)	2,0	
Workload NGU students assignment 2 (mixed teams)	h	CW
Why international? Differentiation/standardization	1,5	41
Segmentation in International Marketing	3,0	41
Teamwork with Pisa students for assignment 2	75,0	44 - 49
Market entry strategies	3,0	45
Product Policy in International Marketing	3,0	45
Communication Policy in International Marketing	3,0	46
Distribution Policy in International Marketing	1,5	46
Price Policy in International Marketing	1,5	46
The Global Marketing Program	1,5	49
Coaching for presentation (assessment 2) in groups (1-3)	3,0	49
Presentation Assessment 2 in groups (1-3)	1,5	49
Assessment 3: Preparing Reflection Paper	3,0	50 or later
Total	100,5	
equals ECTS (1 ECTS = 25 h)	4,0	