



UNIVERSITÀ  
DI TRENTO



Jean Monnet  
EUROPEAN CENTRE OF EXCELLENCE  
UNIVERSITY OF TRENTO

With the support of the  
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## Course

# Marketing Game: internationalisation and multiculturalism in business management at European and international level.

March 7nd – May 24th, 2022

Department of Economics and Management, University of Trento

The course is a simulation of Strategic Marketing in an international environment. After some introductory lectures at the home university, students from six European universities met (online) and carried out an intensive one-week program. The students were formed in teams with no more than one student from the same university or nationality. The full-time interaction among students and the stressful conditions due to the competitive pressure of the simulations created the ideal situation for the students to learn and understand what multicultural interaction in a business environment means.

07/03/2022 14:00 – 16:30

**Lecture – 1: Presentation to the course.**

Contents, structure, exam programme.

14/03/2022 13:00 – 15:00

**Lecture – 2: The simulated environment: available information.**

Presenting the environment of the simulation and indicating the information available to the teams on the general business environment and on own company.

21/03/2022 15:00 – 17:00

**Lecture – 3: Consumer analysis and positioning in the simulation**

28/03/2022 18:00 – 19:00

**Lecture – 4: Working in Intercultural teams**

24/05/2022 18:00 – 20:00

**Lecture – 5: Assessment of the simulation. Debriefing of Industry WOLF**

**Contatti**

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