

Number of ECTS credits : 4

Course language : English

Faculty : MOREL Catherine , REED Heidi

≡ COURSE DESCRIPTION

This course aims to explore current challenges facing firms in international markets and examines the design and development of a range of strategies for managing effectively as firms internationalize.

Globalization involves interdependencies between customers, producers, suppliers and governments and comprises production, sales, distribution and service activities across many different countries and cultures. Globalization of markets involves large multinational firms, but equally agile and innovative small and medium-sized companies striving to be global players.

Effective internationalization involves complex international strategy development and the leverage of resources, capabilities and relationships across multiple markets.

The course prepares students to understand and cope with these complexities by examining and implementing marketing programmes adapted to the needs of different types of international company and their customers.

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≡ COURSE OBJECTIVES

Having completed this course the student is expected to demonstrate:

- An ability to analyse complex international marketing environments using appropriate techniques.
- A critical and systematic understanding of the key theoretical approaches informing international marketing management.
- An ability to critically evaluate options and then make recommendations for the development of international marketing strategies appropriate to different international markets using relevant theoretical frameworks.

≡ LEARNING GOALS

OLD02 - Analyse : Understand the company within a complex environment

OLD08 - Anticipate : Identify and leverage opportunities

OLD11 - Decide : Define and propose strategic choices

≡ TACKLED CONCEPTS

The global environnement, the internationalization process; analysis of the international marketing environment; design of global marketing programmes; ethical considerations in international marketing.

≡ LEARNING METHODS

Lectures, seminars, case studies, presentations, video cases.

≡ ASSIGNMENTS

Case study analysis (50% group continuous assessment)

2 hour examination at end of course (50% individual assessment)

≡ BIBLIOGRAPHY

Core text: Keegan, W and Green M, 2017, Global Marketing, Pearson, 9th Edition, Global Edition

≡ EVALUATION METHODS

40 % : Exam Section 1

10 % : Exam Section 2

50 % : Case study - group assignment

≡ SESSIONS

1

Introduction and course overview

LECTURE : 03h00

Intro to the module

Review of key marketing concepts and introduction to international/global marketing. The first part of this session introduces the course and the assessment. In the second part of the session the concepts and principles of international/global marketing are introduced.

Readings: Keegan text Chapter 1 Introduction to Global Marketing.

2

STP

LECTURE : 03h00

STP

Segmenting, targeting and positioning are key strategic marketing decisions. During this session, the issues posed by a global environment will be explored. Should the positioning be standardized across markets?

Readings: Keegan text Chapter 7

3

Scanning the environment: Market research

LECTURE : 03h00

Market Research

Information is the most basic ingredients of a successful marketing strategy. In this session, we consider the role of marketing research and a marketing information system identifying global market opportunities

Readings: Keegan text Chapter 6

4

Understanding global environments

LECTURE : 03h00

Understanding the global marketing environment

In this session we examine the dynamic environmental factors surrounding the firm and explore the effects of environmental factors on the international firm's decision-making. Key issues contributing to environmental complexity in international markets are introduced. Strategies for managing across cultures are explored. SLEPT model is introduced

Readings: Keegan text Part 2

5

Designing the global marketing programme: Product

LECTURE : 03h00

Designing the global marketing programme

Product

This session considers product decisions that affect the international firm (product, packaging in particular) and analyse why branding is such a key strategic element

Readings: Keegan text, Chapter 10

6

Designing the global marketing programme: communication mix

LECTURE : 03h00

This session considers Marcom and the digital revolution.

Readings: Keegan text Part 4 (Chapters 13+14+ 15)

7

Designing the global marketing programme: distribution

LECTURE : 03h00

Designing the global marketing programme

Distribution

This session is dedicated to distribution channels and how they are rather difficult to standardize. Shopping/buying are very culture-linked activities. Can the Internet change the state of play?

8

Designing the global marketing programme: Price

LECTURE : 03h00

Designing the global marketing programme

Pricing and Value based Pricing

What is the best approach to pricing? Is it possible to have the same price for every single market you enter? Is it wise?

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Assessed presentations to Marketing Director and owner of Winery la Fessardière

LECTURE : 03h00

Assessed presentations
