

Number of ECTS credits : 3

Course language : English

Course leader : HACHE Thibault

Speakers : ROBIN Caroline

≡ COURSE DESCRIPTION

This course will offer an overview of the marketing issues in a global market. The challenges that companies face in international markets, especially the culture, political, legal, and economic concerns will be considered. Students will develop a suitable knowledge base to understand marketing practices in a global environment. They will discover how companies adjust their international marketing strategies based on the global environmental changes. A special focus will be done on the fundamental concepts of the marketing mix in international context.

≡ COURSE OBJECTIVES

- To develop an understanding of the fundamentals of international marketing.
- To analyze the differences and similarities between domestic and international marketing.
- To explore market entry strategies and assess their applicability in different international markets.
- To examine cultural factors and their impact on consumer behavior and marketing strategies.
- To investigate global branding strategies and their role in international marketing success.
- To understand the importance of effective international marketing communication.
- To enhance critical thinking and decision-making skills in the context of international marketing.

≡ TACKLED CONCEPTS

Session 1 (2 hours): Introduction to International Marketing

Evolution and development of international markets and their regulation tools

The scope and challenge of International Marketing

International Marketing definition : the internationalization of business.

Globalization of markets: International Marketing orientation

Barriers to international business: SRC and EPRG Framework

Session 2 (2 hours) Cultural considerations in international marketing

How to identify and manage the factors influencing the internationalization of companies

How international marketing concepts influence international marketers

Understanding culture and its impact on consumer behavior

Cross cultural marketing research and analysis

Adapting marketing strategies to cultural differences

Session 3 (2 hours) Market selection and entry strategies

Assessing international market opportunities: Researching international markets / Market behaviour

Reminder about the export diagnosis and focus on developing International Marketing strategies: market entry modes: export, licensing, franchising, joint ventures and foreign direct investment

Market country selection /segmentation and positioning / Exporting and Logistics

Session 4 (hours) Product and Brand Management in International markets

How international marketing management differs from global marketing management ?

Product decisions management for international markets: how to manage the relationship between product acceptance and the market into

which it will be introduced.

Product life cycle and international product strategy

Branding strategies for global markets

Standardization vs adaptation of products and brands

Session 5 & 6 (4 hours) Pricing in International markets

How to determine a competitive price for International Markets

How to use pricing as a competitive tool in international marketing

How to identify the pricing pitfalls directly related to international marketing

How to identify and handle factors influencing international pricing strategy

The reasons for price escalation and how to minimize its effects

How companies are using transfer pricing for their benefits ?

Session 7 (2 hours)

Case study: continuous control assessment on a foreign market approach and pricing policy definition for a foreign market

Session 8 (2 hours) Distribution definition in international market

Distribution channel selection and management

Different market entry modes

Global supply chain management

Session 9 (2hours)

Focus on the international Marketing approach for industrial products and services

Impact of the product characteristics for industrial products in an international context

How to market services internationally ?

Session 10 (2hours) International marketing communication

International Promotion and Advertising strategies for global markets

Public relations and crisis management in international context

Session 11 (2hours) Ethics and CSR in International marketing

Ethical challenges in international marketing

CSR in global business

Market intelligence and analytics in international marketing

Customer survey example

Session 12 (2hours) Brand equity

Power of branding

Parameters

≡ LEARNING METHODS

≡ EXPECTED WORK AND EVALUATION

- 40% oral presentation in groups : select a brand among the presented list and present the international marketing strategy of the brand. Short presentation of the company / Brand / its history. Presentation of the global marketing strategy. Focus on 2 countries max. How did the company adapted its Mix marketing to those countries, why...Your analysis, comments and advice to the brand.
- 60% written exam during the exam week (case study)

≡ BIBLIOGRAPHY

To be communicated later on.

≡ EVALUATION METHODS