

Course identification :	- Teaching unit: International Business - Module: Marketing - Subject: International Sales	ECTS credits: “International Sales” and “International Purchase” build a common module which bears 5 ECTS	Semester: Autumn Teaching hours: 18h Full workload: 63h
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Objectives of the course:	<p>I – International sales & Global context:</p> <ul style="list-style-type: none"> • Globalization / International context • Foreign market analysis • Entering and operating in international markets <p>II – International marketing strategy and global marketing:</p> <ul style="list-style-type: none"> • Segmentation, targeting and positioning • International marketing mix <ul style="list-style-type: none"> ○ Product (standardization or adaptation) ○ Price ○ Place ○ Promotion <p>III – Final project: The management team of a French company asks your sales and marketing team to present the company's development opportunities in a foreign country through direct export. You present your international marketing strategy for the chosen country and your conclusions.</p>
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Course contents:	<p>Session 1 (3h)</p> <ul style="list-style-type: none"> • International sales & Global context • French companies with an international presence <ul style="list-style-type: none"> • Focus: L’Occitane en Provence • Choosing a foreign market • Foreign market analysis & Strategic tools of analysis (SWOT, PESTEL...) • Entering and operating in international markets <p>Session 2 (3h)</p> <ul style="list-style-type: none"> • Defining marketing & international marketing • Target an audience in a foreign market (segmentation, targeting, positioning) <p>Session 3 (3h)</p> <ul style="list-style-type: none"> • International mix marketing <ul style="list-style-type: none"> • Product (international product strategies - standardization or adaptation) • Price • Promotion • Place <p>Session 4 (3h)</p> <ul style="list-style-type: none"> • Intercultural aspects to consider for International Marketing • Case study: Premium chocolate company targeting the US market <p>Session 5 (3h)</p> <ul style="list-style-type: none"> • Green marketing: an asset for international business • Course review • Work on your final project in class (questions/difficulties) <p>Session 6 (3h)</p> <p>Final project: oral presentations in class (group evaluation)</p>
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Evaluation :	Participation in class + exercise: 40% (individual evaluation) Final oral presentation: 60% (group evaluation)
Bibliography :	<ul style="list-style-type: none">• International Sales - Vincent S. Daniels• Global Marketing Paperback - Svend Hollensen• Corporate Social Responsibility and Globalisation: An Action Plan for Business - Jacqueline Cramer
Remarks:	Bring your computer to class The course will be adapted to 2 levels of students: beginners and students who have already followed marketing courses.