

Course identification :	- Teaching unit : TU4 - Module : International Business - Subject : International Marketing	ECTS credits : 5 credits	Semester : spring Teaching hours : 36 h Full workload : 72 h
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Objectives of the course :	At the end of the course, students will be familiar with the marketing essentials and they will be able to deploy a marketing strategy and a marketing mix at an international scale.
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Prerequisites :	No prerequisites.
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Course contents :	<ul style="list-style-type: none"> - Marketing essentials - History and causes of internationalization - Current situation: consequences of internationalization - The impact for the companies - Cultural characteristics - International marketing strategy: <ul style="list-style-type: none"> - Standardization or adaptation - International market analysis - Diagnosis - Marketing strategy - International marketing plan - International marketing mix: <ul style="list-style-type: none"> - Product - Price - Place - Promotion - Changes related to digitalization
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Evaluation :	<ul style="list-style-type: none"> - Written evaluation / case study - Group work : written report + oral presentation
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Bibliography :	<ul style="list-style-type: none"> - Marketing Management – Kotler Keller Manceau – Pearson - Marketing International - Nathalie Prime, Jean-Claude Usunier - Pearson
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Remarks :	<p>The course will be adapted to 2 levels of students : beginners and students who have already followed marketing courses.</p> <ul style="list-style-type: none"> - We will start with Marketing essentials with the beginners team
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- During that time, the students who have already studied the essentials of Marketing will work on an international marketing case study