LLSMS2109

2015-2016

International Marketing Management (in English)

5.0 credits	30.0 h	2q

Teacher(s) :	Schuiling Isabelle ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	This course will cover the following topics : move from international marketing to global marketing, analysis of international marketing opportunities, international and gloabl segmentation and positioning, international branding strategies, different steps of international development
Aims :	The objective of this course is to tackle the strategic marketing issues that are facing local and international firms when they market their brands internationally. The course will help the students to 1) understand the implications of the move from international marketing to global marketing; 2) review the different international marketing strategies selected by companies when marketing their brands internationally; 3) learn how to develop a successful international marketing program. This includes deciding the right branding, product, prices, distribution and communication plans. *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Content :	Content See scope of activity Methods In-class activities X0 Lectures X0 Interactive seminar X0 Problem based learning X0 Project based learning At home activities X0 Readings to prepare the lecture X0 Paper work X0 Students presentation

Other infos :	Prerequisites (ideally in terms of competiencies) Basic marketing course Evaluation : Class participation, case studies Support : Slides provided through icampus References : Provided during the class Internationalisation X0 CEMS course X0 international content (does the course tackle international issues related to the course content ?) X0 international guests X0 international case study Corporate features X0 conference X0 case study X0 corporate guest Skills X0 presentation skills X0 writing skills X0 team work X0 problem solving X0 decision making X0 time management X0 project management X0 multicultural work
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	