International Marketing Management (in English)

5.0 credits  30.0 h  2q

Teacher(s) :  Schuiling Isabelle ; Pleyers Gordy (compensates 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 global 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
<table>
<thead>
<tr>
<th>Other infos</th>
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<tbody>
<tr>
<td>Prerequisites (ideally in terms of competencies)</td>
<td>Basic marketing course</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Class participation, case studies</td>
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<tr>
<td>Support</td>
<td>Slides provided through icampus</td>
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<tr>
<td>References</td>
<td>Provided during the class</td>
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**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)

<table>
<thead>
<tr>
<th>Intitulé du programme</th>
<th>Sigle</th>
<th>Credits</th>
<th>Préréquis</th>
<th>Acquis d'apprentissage</th>
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<tbody>
<tr>
<td>Master [120] in Management</td>
<td>GEST2M</td>
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