




5 crédits	30.0 h	Q1
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Enseignants	Schuiling Isabelle ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	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
Acquis d'apprentissage	<p>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.</p> <p>1 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.</p> <p>----- La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</p>
Méthodes d'enseignement	<p><b>Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: Will be specified later - Fin des 6 semaines</li> <li>• Type of evaluation: rapports - Written evaluation</li> <li>• Comments:</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: No</li> <li>• Unavailability or comments: No</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: Yes (2 hours)</li> <li>• Unavailability or comments: No</li> </ul>
Contenu	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
Autres infos	Prerequisites (ideally in terms of competencies) 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
Faculté ou entité en charge:	CLSM

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GESM2M	5		
Master [120] en ingénieur de gestion	INGE2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en ingénieur de gestion	INGM2M	5		