




5 crédits	30.0 h	Q1
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Enseignants	Schuilig 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</p> <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>-----</p> <p><i>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) ».</i></p>
Modes d'évaluation des acquis des étudiants	The course will be evaluated based on an individual exam and team work assignments . Bonus points will be given for the quality of students' involvement in the course.
Méthodes d'enseignement	<ul style="list-style-type: none"> <li>• The teaching method will be varied, based on business case discussions, article discussion, presentations from students and on conferences from specialists.</li> <li>• It is compulsory to attend classes as they will be very interactive. Cases and articles have to be prepared beforehand. And active participation is expected from all students.</li> </ul>
Contenu	<p>This course will tackle the strategic marketing issues faced by local and international firms when they decide to market their brands at an international level in a world that is becoming digital.</p> <p><b>This year, focus of the course is to understand how the digital revolution can bring new opportunities to smaller companies such as start-ups when they want to enter new international markets.</b></p> <p>Developing at an international level is not an easy task for any company in a world that has become global and more and more digital. Competition is coming from everywhere and different consumer habits and cultures have to be understood by marketers in order to be successful. The level of digitalization is also different per regions of the world and this has an influence on the strategies that can be put in place.</p> <p>These major changes require new digital competencies from managers that they don't necessarily have. They will be reviewed in the course.</p> <p>Objectives of the course are to 1) understand the impact of the digital revolution on international marketing strategies; 2) review the different issues faced by companies when marketing their brands internationally; 3) learn how to develop a marketing program for a company that wants to develop internationally.</p>
Bibliographie	<p>Slides, cases and articles will be available on Moodle.</p> <p><b>Reference book (not compulsory) :</b></p> <p><b>KEEGAN WJ and GREEN MC (2018), Global Marketing Management, Keegan W.J. and Green M.C. , Prentice Hall series in Marketing, International Edition, 9th edition</b></p>
Autres infos	<p>The course covers 3 modules:</p> <ul style="list-style-type: none"> <li>• Module 1 : Impact of the digital revolution on international marketing strategies</li> <li>• Module 2 : Difficulties of entering into new markets</li> <li>• Module 3 : New marketing tools to enter into international markets</li> </ul>

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