





5 credits

30.0 h

Q1

Teacher(s)	Jupsin Thierry ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Building on the fundamental marketing concepts, this course will examine the specificities of operating a business in an international context. Globalization has first led companies to standardize their marketing strategies across countries. Yet, more recently, some of them have discovers the limits of an excessive standardization and are now developing global marketing that take local specificities into account.</p> <p>The objectives of this course are to:</p> <ol style="list-style-type: none"> 1) Examine how small and bigger companies develop marketing strategies on international markets. 2) Understand the importance of cultural differences when building a brand strategy in a globalized world.
Aims	<p>On successful completion of this program, each student will acquire the following skills :</p> <ul style="list-style-type: none"> • Action-orientation, implementing solutions in context based on analysis and diagnosis • Problem-solving orientation, through knowledge activation and application • Pragmatism and risk-evaluative mindset when developing and implementing new product/service idea • Understanding of a situation in its local and international socio-economic context and detection of strategic issues of operational problems and solutions • Leadership and teamworking <p>1</p> <p>The course will help students to :</p> <ol style="list-style-type: none"> 1. Study the latest evolution and changes of international marketing 2. Understand how to approach the different cultures in a globalized world 3. Learn how to realize an international marketing plan <p>-----</p> <p><i>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".</i></p>
Evaluation methods	<p>Continuous assessment</p> <p>Group work to hand out during Q1P2 (19/11 – 3/12). Quiz on conference content. Case study preparation during the four-week course.</p> <p>Examination in session</p> <p>January: Writing on the whole course material (60%), group project (30%), and 4 quizzes (10%). If one of the three part of the evaluation process is not completed, students do to respect the course requirement and will be given an "Absent" for the first and second session.</p> <ul style="list-style-type: none"> • September: Written or oral exam on the whole course material. Students <u>keep</u> the grade attributed for the group project and quizzes.
Teaching methods	Lectures, case studies, conferences , videos and a group project linked to a real company problem.
Content	<p>Building on the fundamental marketing concepts, this course will examine the specificities of operating a business in an international context.</p> <p>Globalization has first led companies to standardize their marketing strategies across countries. Yet, more recently, some of them have discovers the limits of an excessive standardization and are now developing global marketing that considers local specificities.</p> <p>The objectives of this course are twofold:</p> <ol style="list-style-type: none"> 1. Examine how small and bigger companies develop marketing strategies on international markets. 2. Understand the importance of cultural differences when building a brand strategy in a globalized world.
Inline resources	Download teaching slides and case studies via Moodle
Bibliography	KEEGAN WJ and GREEN MC (2004), Global Marketing Management, Prentice Hall series in Marketing International Edition, 9th Edition.

Other infos	See detailed information on Moodle (LLSMS2002 – International Marketing, P. T. Jupsin)
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GESM2M1	5		
Master [120] in Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		