





Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q1
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Enseignants	Jupsin Thierry ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	<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 discovered the limits of an excessive standardization and are now developing global marketing that takes local specificities into account.</p> <p>The objectives of this course are to:</p> <ol style="list-style-type: none"> <li>1. Examine how small and bigger companies develop marketing strategies on international markets.</li> <li>2. Understand the importance of cultural differences when building a brand strategy in a globalized world.</li> </ol>
Acquis d'apprentissage	<p><b>On successful completion of this program, each student will acquire the following skills :</b></p> <ul style="list-style-type: none"> <li>• Action-orientation, implementing solutions in context based on analysis and diagnosis</li> <li>• Problem-solving orientation, through knowledge activation and application</li> <li>• Pragmatism and risk-evaluative mindset when developing and implementing new product/service idea</li> <li>• Understanding of a situation in its local and international socio-economic context and detection of strategic issues of operational problems and solutions</li> <li>• Leadership and teamworking</li> </ul> <p>1</p> <p><b>The course will help students to :</b></p> <ol style="list-style-type: none"> <li>1. Study the latest evolution and changes of international marketing</li> <li>2. Understand how to approach the different cultures in a globalized world</li> <li>3. Learn how to realize an international marketing plan</li> </ol> <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	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p><b>Continuous assessment</b></p> <p>Group work to hand out during Q1P2 (25/11 – 9/12).</p> <p>Quiz on conference content.</p> <p>Case study preparation during the four-week course.</p> <p><b>Examination in session</b></p> <p>January: Writing on the whole course material (60%), group project (30%), and 4 quizzes (10%).</p> <p><i>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.</i></p> <p>September: Written or oral exam on the whole course material. Students keep the grade attributed for the group project and quizzes.</p>
Méthodes d'enseignement	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b></p> <p>Lectures, case studies, conferences , videos and a group project linked to a real company problem.</p>
Contenu	<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 discovered 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"> <li>1. Examine how small and bigger companies develop marketing strategies on international markets.</li> </ol>

	2. Understand the importance of cultural differences when building a brand strategy in a globalized world.
Ressources en ligne	Download teaching slides and case studies via Moodle
Bibliographie	KEEGAN WJ and GREEN MC (2004), Global Marketing Management, Prentice Hall series in Marketing International Edition, 9th Edition.
Autres infos	See detailed information on Moodle (LLSMS2002 – International Marketing, P. T. Jupsin)
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] : ingénieur de gestion	INGE2M	5		
Master [120] : ingénieur de gestion	INGM2M	5		
Master [60] en sciences de gestion	GESM2M1	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		