




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 |
|-----------|--------|----|

| | |
|---|--|
| Enseignants | Jupsin Thierry (supplée Swaen Valérie) ;Swaen Valérie ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Préalables | 1 basic marketing course |
| 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"> 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. |
| Acquis d'apprentissage | <p>During their programme, students of the LSM Master's in management or Master's in Business engineering will have developed the following capabilities'</p> <ul style="list-style-type: none"> - Knowledge and reasoning - Project management - Communication and interpersonal skills - Leadership and team work <p>1</p> <p>At the end of the course, the students should be able to :</p> <ul style="list-style-type: none"> • Master all the concepts and models related to brand equity, brand identity and brand image • Understand how the digital environment affects the management of brands • Master all new marketing techniques that can help better engage the consumers towards the brands. (use of communities, Customized products, experiential marketing, content marketing etc). • Develop a complete marketing plan using on-line and off-line marketing tools to grow the brand <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>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Continuous assessment</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>Examination in session</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>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Lectures, case studies, conferences , videos and a brand project linked to a real company problem.</p> |

| | |
|-------------------------------------|--|
| <p>Contenu</p> | <p>1. 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> <p>2. Examine how small and bigger companies develop marketing strategies on international markets.</p> <p>3. Understand the importance of cultural differences when building a brand strategy in a globalized world.</p> |
| <p>Bibliographie</p> | <ul style="list-style-type: none"> • Keller, K.L. (2013), <i>Strategic Brand Management: Building, Measuring and Managing Brand Equity</i>, 4th edition, Harlow: Pearson Education Ltd. • <i>Kevin Lane Keller – Strategic brand management, Pearson, 4th edition</i> <p><i>Additional references on the topic will be communicated later to the students</i></p> |
| <p>Faculté ou entité en charge:</p> | <p>CLSM</p> |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
|--|---------|---------|-----------|---|
| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [60] en sciences de gestion | GESM2M1 | 5 | |  |
| Master [120] en sciences de gestion | GEST2M | 5 | |  |
| Master [120] en sciences de gestion | GESM2M | 5 | |  |