






En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

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| 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 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. |
| Acquis d'apprentissage | <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>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".</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 | <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 works based on cases and conferences to hand out during Q1P2. Quizzes on conference content.</p> <p>Examination in session</p> <p>First session (January): The course will be evaluated based on an individual exam (60%), on a group project (30%), and on 4 quizzes completed at the end of each conference (10%).</p> <p>Note If one part of the evaluation process is not completed, students won't have respected the course requirements and will get a 0 for the specific part. Malus points will be attributed (up to 3 points) if the group work based on the cases is not done on time or not achieving the requirements.</p> <p>Therefore, it is compulsory:</p> <ul style="list-style-type: none"> • To attend the conferences and to answer the related quizzes • To present your group project • To hand in the homework related to the cases before each session • To attend the individual exam <p>Second session (August): If students fail the course in the first session, they will only be evaluated in the second session via an individual exam (written or oral exam). Students don't have the opportunity to represent the team work and quizzes in the second session, and keep the grade attributed for these parts in the first session. The potential malus points will still also be integrated in the final mark.</p> |

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| Méthodes d'enseignement | <p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <ul style="list-style-type: none"> • Lectures, case studies, conferences, videos and a brand project linked to a real company problem. |
| 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"> 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. |
| Ressources en ligne | Download teaching slides and case studies via Moodle |
| Bibliographie | Keller, K.L. (2013), Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Harlow: Pearson Education Ltd. |
| Autres infos | See detailed information on Moodle (LLSMS2002 – International Marketing, P. T. Jupsin) |
| Faculté ou entité en charge: | CLSM |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
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| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [120] en sciences de gestion | GESM2M | 5 | |  |
| Master [120] : ingénieur de gestion | INGM2M | 5 | |  |
| Master [120] en sciences de gestion | GEST2M | 5 | |  |
| Master [60] en sciences de gestion | GESM2M1 | 5 | |  |
| Master [120] : ingénieur de gestion | INGE2M | 5 | |  |