





Teacher(s)	Jupsin Thierry ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	1 basic marketing course
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 discovered 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.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • Knowledge and reasoning • Project management • Communication and interpersonal skills • Leadership and team work <p>On successful completion of this program, each student will acquire the following skills :</p> <ol style="list-style-type: none"> 1 <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
Evaluation methods	<p>Continuous assessment</p> <ul style="list-style-type: none"> • Group works to hand out during Q1P2. • Quizzes on conference content • Group work based on cases <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>
Teaching methods	<ul style="list-style-type: none"> • Lectures, case studies, conferences, videos and a brand project linked to a real company problem.
Content	<p>The course will help students to :</p> <ul style="list-style-type: none"> • Study the latest evolution and changes of international marketing • Understand how to approach the different cultures in a globalized world • Learn how to realize an international marketing plan

	Several conferences will be organized with practitioners.
Inline resources	Download teaching slides and case studies via Moodle
Bibliography	<p>Main support KEEGAN WJ and GREEN MC (2004), Global Marketing Management, Prentice Hall series in Marketing International Edition, 9th Edition.</p> <p><i>Additional references on the topic will be communicated later to the students</i></p>
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	Learning outcomes
Master [120] : Business Engineering	INGM2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGE2M	5		