




5.00 credits

30.0 h

Q1

Teacher(s)	Schuiling Isabelle ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course will cover the following topics : move from international marketing to global marketing, analysis of international marketing opportunities, international and global segmentation and positioning, international branding strategies, different steps of international development
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>The objective of this course is to tackle the strategic marketing issues that are facing local and international firms when they market their brands internationally.</p> <p><b>The course will help the students to :</b></p> <ol style="list-style-type: none"> <li>1. understand the implications of the move from international marketing to global marketing;</li> <li>2. review the different international marketing strategies selected by companies when marketing their brands internationally;</li> <li>3. learn how to develop a successful international marketing program. This includes deciding the right branding, product, prices, distribution and communication plans.</li> </ol>
Evaluation methods	The course will be evaluated based on individual evaluations and team work assignments .
Teaching methods	<ul style="list-style-type: none"> <li>• The teaching method will be varied, based on business case discussions, article discussion, presentations from students and on conferences from specialists.</li> <li>• It is compulsory to attend classes as they will be very interactive. Cases and articles have to be prepared beforehand. And active participation is expected from all students.</li> </ul>
Content	<p>This course will tackle the strategic marketing issues faced by local and international firms when they decide to market their brands at an international level in a world that is becoming digital.</p> <p><b>This year, focus of the course is to understand how the digital revolution can bring new opportunities to smaller companies such as start-ups when they want to enter new international markets.</b></p> <p>Developing at an international level is not an easy task for any company in a world that has become global and more and more digital. Competition is coming from everywhere and different consumer habits and cultures have to be understood by marketers in order to be successful. The level of digitalization is also different per regions of the world and this has an influence on the strategies that can be put in place.</p> <p>These major changes require new digital competencies from managers that they don't necessarily have. They will be reviewed in the course.</p> <p>Objectives of the course are to 1) understand the impact of the digital revolution on international marketing strategies; 2) review the different issues faced by companies when marketing their brands internationally; 3) learn how to develop a marketing program for a company that wants to develop internationally.</p>
Bibliography	<p>Slides, cases and articles will be available on Moodle.</p> <p><b>Reference book (not compulsory) :</b>  <b>KEEGAN WJ and GREEN MC (2018), Global Marketing Management, Keegan W.J. and Green M.C. , Prentice Hall series in Marketing, International Edition, 9th edition</b></p>
Other infos	<p>The course covers 3 modules:</p> <ul style="list-style-type: none"> <li>• Module 1 : Impact of the digital revolution on international marketing strategies</li> <li>• Module 2 : Difficulties of entering into new markets</li> <li>• Module 3 : New marketing tools to enter into international markets</li> </ul>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management [CEMS Programme]	GEST2M	5		
Master [120] in Management [CEMS Programme]	GESM2M	5		
Master [120] : Business Engineering [CEMS Programme]	INGE2M	5		
Master [120] : Business Engineering [CEMS Programme]	INGM2M	5		