

Faculty of Economic, Social and Political Sciences



CEMS2306 International Marketing Management

[30h]

Teacher(s): Isabelle Schuiling
Language: French
Level: Second cycle

Main themes

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.

Over the last ten years, a large number of firms has been moving from international marketing strategies to global marketing strategies. As a result, firms have been restructuring significantly their operations and have concentrated mostly on international and global brands. The way marketing strategies have been deployed have been therefore changed dramatically. The course will help the students to 1) understand the implications of the move from international marketing to global marketing; 2) review the different international marketing strategies selected by companies when marketing their brands internationally; 3) learn how to develop a successful international marketing program. This includes deciding the right branding, product, prices, distribution and communication plans.

Content and teaching methods

Methods

The methodology will be mainly based on case discussion and conferences from international Marketers.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Other information

Prerequisite : . It is compulsory to have followed a general marketing course prior to this class and to be in the fifth year of studies (except for CEMS students).

Evaluation :

The evaluation is base on case study preparation.

Support : References books

- Global Marketing Strategies, Jeannet, J.P. and Hennessey, H.D. Houghton Mifflin College, 2001, 5th edition.
- Global Marketing Management, Keegan W.J. and Green M.C. , Prentice Hall series in Marketing, International Edition, 2003, 3rd edition..

Programmes in which this activity is taught

ECGE3DS/IM Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)

Other credits in programs

ECGE3DS/IM	Diplôme d'études spécialisées en économie et gestion (Master in Business Administration) (management international)	(4.5 credits)	Mandatory
IAG22M	Deuxième année de maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion")	(5 credits)	Mandatory