

## 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..

#### Other credits in programs

<b>ECGE3DS/IM</b>	Diplôme d'études spécialisées en économie et gestion (Master (4.5 credits) in Business Administration) (management international)	Mandatory
-------------------	---	-----------