

International Sales & Marketing

Niveau d'étude
Bac +5

Composante
**Institut d'Administration
des Entreprises (IAE)**

Période de l'année
Semestre 9

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Oui
- # **Référentiel ERASMUS:** Gestion et administration

Présentation

Description

This course builds on a set of marketing-related models and matrices (7Ps model, 7As approach, perceived value creation to mention just a few) to discuss how to implement foreign market selection, design marketing strategies, and decide whether to standardize, localize or glocalize. Overall, it extends the students' skills in the field of international business and international marketing.

Heures d'enseignement

CM	CM	18h
TD	TD	6h

Pré-requis obligatoires

Course prerequisites: Bachelor level in Management (L3) and notions in accountancy

Programme détaillé

PART 1 – Defining International sales and marketing and presenting a few concepts

PART 2 – Operating the target markets selection

PART 3 – Elaborating a marketing strategy

PART 4 – Leveraging on unconventional strategies to develop on foreign markets

Compétences visées

Once the course is over, students should know how to create and deliver value to foreign customers.

They should be able to implement foreign market selection, define a marketing strategy with fine-grained value creation, and build a marketing plan which skillfully balances global and local decisions. This course also enhances students' ability to work in a BtoB context and leverage on unconventional strategies.

Bibliographie

- Global Marketing, Hollensen S, 8th edition, Pearson, 2020 ;
- Marketing Management, Kotler P. and Keller K, Pearson, 16th edition, 2022 ;
- Marketing Management, an Asian perspective, Kotler P., Keller K., Ang S., Tan C., Leong S., Pearson, 7th edition, 2018 ;
- Marketing Management - A Relationship Approach, Hollensen S., Pearson, 2019
- Students will be requested to watch some webinars (in English) by Frech think tank La Fabrique de l'Exportation

Infos pratiques

Lieu(x)

Poitiers-Centre Ville



En savoir plus

<https://iae.univ-poitiers.fr/>