

# International marketing

#	Composante	#	Volume horaire
	Institut		18.0
	d'Administration		
	des Entreprises		
	(IAE)		

## En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthode d'enseignement:** En présence
- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Non

## Présentation

### Description

In this course, students will learn about marketing strategies choices for companies operating within global markets.

The course aims at providing students with knowledge related to the influence of international environment on the different aspects of international marketing: product, price, place, promotion.

Several hand-outs and case studies are given to the students.

Course prerequisites Basic notions in Strategy and Marketing

### Heures d'enseignement

International marketing - CM	CM	18h
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## Syllabus

Session 1 (3H): Introduction to International Marketing

- Strategic importance of International Marketing
- SLEPT Factors
- Planned approach
- Reasons of success and failure on international markets

Session 2 (3H): International Marketing research and opportunity analysis

- Market segmentation
- Targeting
- Positioning

Session 3 (3H): Market entry strategies

- Some Approaches to the Choice of Entry Mode
- Export Modes
- Intermediate Entry Modes
- Hierarchical Modes

#### Session 4 (3H): International product management

- a. Standardization versus adaptation
- b. Planning for growth on international markets: Ansoff matrix
- c. Internationalization of the product policy

#### Session 5 (3H): International communications and distribution

- a. Defining a communication strategy
- b. Company literature
- c. Public relations

#### Session 6 (3H): Pricing for international markets

- a. Pricing determinants
- b. International pricing approaches
- c. Global export costs

Grading system Team assignment 40% Individual written analysis 60%

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## Compétences visées

At the end of this course, the student will be able to work in a marketing department in an International firm dealing both with domestic and international markets.

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## Bibliographie

Main textbook: Doole & Lowe, International Marketing Strategy, 6th edition, Cengage Learning, 2012.

#### Other recommended references

ALBAUM G., DUERR E., International Marketing & Export Management, Prentice Hall, 7th Edition, 2011.

GHAURI P., CATEORA P.R., International Marketing, 4th edition, McGraw Hill Higher Education, 2014.

HOLLENSSEN S., Global Marketing, Pearson, 6th Edition, 2014

KEEGAN W.J., GREEN M., Global Marketing, Pearson Education, 5th Edition, 2010.

KOTABE M., HELSEN K., Global Marketing Management, Wiley, 8th Edition, 2015.

USUNIER J.C., LEE J. A., Marketing Across Cultures (5th edition), Prentice Hall / Pearson? 2009

Global EDGE: A site for regional or country information that includes country data, market potential indicators for emerging markets, glossary and still more. Produced by the Center for International Business Education and Research at Michigan State University. # <http://globaledge.msu.edu/>

Strategis: A Canadian site offering a wide range of valuable information on numerous trade topics including economic data, market research reports, legal issues and still more. # <http://strategis.ic.gc.ca/engdoc/main.html>

Offstats: A collection of links to statistical information from around the world. This site can be searched by country, region and topic or industry. # <http://www.offstats.auckland.ac.nz/>

EU: The gateway to relevant data about EU and EU countries. Select your preferred language on the first page of the site. # <http://europa.eu/>

Europages (European Business Directory): A searchable directory of 700,000 European businesses in 35 European countries. # <http://www.europages.com/>

Academic ressources:

International Journal of Research in Marketing,  
# <http://www.journals.elsevier.com/international-journal-of-research-in-marketing/>

International Marketing Review, # <http://www.emeraldinsight.com/products/journals/journals.htm?id=imr>

## Infos pratiques

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### Lieu(x)

# Poitiers-Centre Ville

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### En savoir plus

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