



SELF PROGRAM 2022/2023

International Marketing

Julie Bosc

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: fall semester 2022

Course description:

International marketing has a central role in today's global corporate world. The increasing opportunities and threats placed by the growth in international business makes the skills of the international marketer critical for business survival. It is a discipline that defines the fundamental aspects of a company's business model, working closely with top management and other key departments to ensure success and viable development. Thorough planning and organizing is therefore crucial to a good international marketing strategy and its execution.

In this course, you will develop the knowledge and skills needed to build an efficient and comprehensive marketing plan for international markets. We will look at the different

international marketing planning theories, as well as each step involved in building a strategic marketing plan, an operational marketing plan and a marketing action plan. Different case studies will punctuate the course to give you concrete examples you can relate to and visualize the means by which to adapt the process to the size or type of company and the chosen market.

Prerequisites:

Students must have completed a course on the Principles of Marketing.

Course objectives:

Develop knowledge and understanding of the main issues and characteristics of international marketing:

- Understand the importance of global and international marketing
- Determine the motives for internationalization
- Analyze the macro-environment and make appropriate market selection decisions
- Understand the different market entry modes
- Understand the different markets and consumers
- Define the international issues affecting the 4Ps and 4Cs
- Develop skills in researching and analyzing international marketing opportunities and making informed marketing decisions
- Create an international marketing plan from A to Z.

On top of learning how to conduct a marketing plan and the associated theoretical knowledge, you will develop an array of skills:

- Analytical and critical thinking skills from the comprehensive international marketing research tools and techniques.
- Core marketing and creative skills with the operational marketing plan examples.
- Project and time management.

Assessment:

- 30% Homework and quizzes
- 30% Group project
- 40% final written exam (in class)
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Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

International Marketing, D.W. Baack, B. Czarnecka, D. Baack SECOND EDITION

The Culture Map, Decoding How People Think, Lead, and Get Things Done Across Cultures, Erin Meyer, 2016

This is marketing, You Can't Be Seen Until You Learn to See, Seth Godin, 2018