



## SELF PROGRAM 2021/2022

### Strategic Marketing

Arthur Nguyen

#### Course information

**Number of credits:** 6 credits

**Contact hours:** 30 hours

**Hours taught per week:** 3 hours

**Teaching period:** fall semester 2021

#### Course presentation:

This course aims to introduce to students some conceptual frameworks and tools needed to deal with the challenges of global market systems and develop relevant marketing strategies. That objective will be accomplished through lectures and discussions of relevant concepts, readings from business books, articles, study business cases.

#### Prerequisites:

Having a business background is preferable.

## Course description

Firms engaging in global businesses face various challenges posed by global market systems. They rely on international marketers who have specialized expertise regarding global markets to deal with those challenges. Those marketers also help global firms identify market opportunities, design market entry modes, and engage local consumers in their marketing activities. How to manage cultural diversity in global markets? What to learn from emerging markets? What are the differences and the similarities in the consumption practices of global consumers? Those are the essential questions that international marketers must consider before executing their marketing strategies.

## Course objectives:

By the end of this course, students should be able to:

- Understand the dynamics of the global market systems
- Be able to identify challenges and opportunities from emerging markets
- Be able to emphasize global structures of common difference of global consumer cultures
- Develop accurate skills to deal with the dynamism of global market systems
- Determine the best mode of entry for an emerging market
- Exhibit market research skills in global markets
- Be able to manage brands in emerging markets

## Course schedule

- Session 1: Introduction to Strategic Marketing
- Session 2: Analyzing the marketing environment
- Session 3: Conducting a market research
- Session 4: Understanding Consumer Behavior
- Session 5: Understanding Consumer Culture
- Session 6: Developing new products
- Session 7: Determining the pricing strategies
- Session 8: Selecting a distribution system

- Session 9: Branding & Communication
- Session 10: Final exam

## **Assessment:**

40% Team presentation of a case study

10% Active participation and attendance

50% Final written exam (case study or essay)

## **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:**

- Ghauri, P.N., & Cateora, P.R. (2014). International marketing (4th edition). London: McGraw-Hill Education.
- Kotler, P.T., & Amstrong, G. (2017). Principles of Marketing (Global edition). London. Pearson