

International Marketing in a Globalised World

Paris, 12/13/15/16 July 2010

16 contact hours / 2 ECTS credits

This course provides students with a brief understanding of how big Multinational companies create and implement marketing strategies to compete and flourish profitably in the global arena. International marketing theories and strategic decisions studied through their application to company case studies, and include consumer behaviour and decision making; segmentation, targeting and positioning; product and service strategies and pricing strategies.

Course Schedule

Monday, 12 July (9:00 – 10:30, 11:00 – 12:30)

McDonald's Case Study with Theory Reading Note

Tuesday, 13 July (9:00 – 10:30, 11:00 – 12:30)

Coca Cola Case Study 1 with Theory Reading Note

Thursday, 15 July (9:00 – 10:30, 11:00 – 12:30)

Starbuck's Case Study with Theory Reading Note

Friday, 16 July (9:00 – 10:30, 11:00 – 12:30)

Coca Cola Case Study 2 with Theory Reading Note

Learning Objectives

At the end of the course, the student should be able to have a brief understanding of how some big Multinational companies are trying to create successful marketing strategies in the real world of the globalised industry/practice through the application of some core theoretical concepts in Marketing.

Prerequisites

Students should have followed an introductory course in business and should have a willingness to learn and grasp complex theoretical concepts using the case study approach.

Course Design

This course consists of four Interactive Lectures divided into two Sessions as follows:

1. In the first session from 9:00 to 10:30 AM, the students will work in groups of 3-5 each, on a case study using a theoretical reading note to aid them in preparing the solution.
2. In the second session from 11:00 to 12:30 PM, two groups who have been selected in the first session after a lottery will present their respective solutions to the case for the first 1 hr and will receive a grade for it – each presentation will be for 20 minutes with 10 minutes for the professor or class to ask questions to each group. Each group will get 2 chances to present a case in the course like this, for which they will receive 50% of the grades for the course. The last 30 minutes of the second session will be spent by the professor presenting a model solution to the case for the day, using the theoretical concepts given to the students in their notes as well as some more from marketing textbooks, where necessary, to illustrate properly the link between global marketing practice and marketing theory.

Course Assessment

Two group case study presentations @ 50% each