

## Course form to fill in (2019-2020)

### Course title:

International Marketing

### Staff responsible for the course:

Renée Kim

### Lecturers:

First Name + Name  
Renée Kim

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

1. Effectively search, identify, analyze global market opportunities and develop global strategy
2. Determine appropriate market entry strategies
3. Develop a Global STP Strategy
4. Design marketing mix decision on a global basis
5. Work in an international and intercultural environment.

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

This course focuses on the specificities of global marketing. Basic marketing principles will not be covered and, hence, are a prerequisite of this course.

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

This course presents an introduction to global marketing. The topics covered in class include the international marketing context, the selection process of potential international markets and alternative market entry strategies, the development of the international marketing strategy, and the standardisation vs. adaptation debate when designing the international marketing mix. In addition to lectures, the course consists of case studies, in which students will have to critically apply the concepts discussed in class and propose their own solutions to the various real-life problems and/or situations. Last but not least, students will be asked to demonstrate their knowledge in 34B PROJECT presentation at the end of the course. An active, interactive, and critical approach is fundamental for this course.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- Magistral Course		
- Interactive Course	16	
- Tutorials		
- Coaching		
- PBL Course		
<u>Training from a distance</u>		
- Video-conferences		
- Webinars		
<u>Self-learning</u>		
- Books 'readings	2	
- E-learning	2	
- Research	2	
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects	10	
- Individual Projects		
- Personal work	8	
<b>Total working time for the student</b>	<b>40</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

#### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

The course will be evaluated based on your participation in class, case studies that will be prepared in groups in class and a MCQ exam.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation	4		15
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam	2	1	35
<u>Others</u>	Case study	2	4	50
	Group Project			
	Individual Project			
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

#### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

**Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):**

**Class books :**

Hollensen, S. (2012): Essentials of Global Marketing, 2nd edition, Pearson Higher Education

**Advised Books:**

Ghuri, P. and Cateora, P. (2010): International Marketing, 3rd Edition, McGraw-Hill Education.

Johansson, Johny K. (2009): Global Marketing - Foreign Entry, Local Marketing, & Global Management, Fifth Edition, McGraw-Hill/Irwin: New York.

Keegan, W.J. and Green, M. (2013): Global Marketing, 7th Edition, Pearson: Harlow.

**Reviews :**


**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

<b>Name of the Website</b>	<b>URL</b>
The course material (including {video} case studies) is available on the course website	IESEG Online