

Cases in International Marketing Gr. 1 (EM023M03A1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Cases in International Marketing : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Landisoa RABESON

Lecturers

Instructor	Population	Email
Landisoa RABESON	Population	landisoa.rabeson@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course aims at highlighting key topics in international marketing and providing students with knowledge related to the influence of culture and political systems, and the search for international market opportunities.

The coverage of these topics is mainly based on the Harvard Business School case studies, solved with an approach combining class discussions, group works, and presentations. At the methodological level, students will learn how to prepare a practical and effective marketing plan and resolve case studies.

The course is designed to provide students with the latest understanding of the global issues and the necessary skills in making strategic marketing decisions based on an international perspective.

Educational organisation

In class

Lectures

In groups

Projects

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** the appropriate tools and frameworks necessary to analyze international marketing issues
- **Discover** the opportunities in the increasingly complex global marketplace
- **Analyze** product, distribution, promotion, pricing and other relevant marketing factors for international markets
- **Develop** international marketing strategies

Outline

Basics of international marketing
Cultural and political impact on international marketing
International market research
International market selection
International marketing strategies and decisions

Prerequisites

Key concepts to understand :

Knowledge of :

An introductory course in marketing.

The course will be taught in English and students are required to present their work in English as well.

Teaching material

Documents in all formats

- Syllabus
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Ghuri & Cateora (2014), International Marketing, 4th edition, McGraw-Hill Higher Education.

Hollensen (2017), Global Marketing, 7th edition, Pearson Education.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / in group / English / weighting : 30%

additional information : Class presentation and case studies report

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO2.3, LO4.1, LO4.2

Intermediate evaluation / continuous assessment 2 : last session

written + oral / in group / English / weighting : 35%

additional information : Final presentation in group

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO2.3, LO4.1, LO4.2

Final assessment : exam week

written / individual / English / weighting : 35%

additional information : Quiz

This evaluation serves to measure LO1.1, LO1.2, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.