

## Cases in International Marketing Gr. 4 ON-LINE (EM023M03A4)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	<b>Module :Cases in International Marketing : 5 ECTS.</b> <ul style="list-style-type: none"><li>• BEM Bachelor in European Management</li><li>• PGE 2A - English track</li></ul>
Discipline	Sales and Marketing
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	45

### Coordinator

**Landisoa RABESON**

### Lecturers

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

### Course format

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

### Course track

Track : Autonomous

#### Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

#### Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

### Contribution of the course to the educational objectives of the program

How the course contributes to the program :

#### Description

#### Educational organisation

#### Learning outcomes

#### Outline

#### Prerequisites

Key concepts to understand :

#### Teaching material

## Recommended reading

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**Major works :**

**Further reading :**

**Research works by EM Strasbourg :**

## Assessment

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### Grounds for expulsion from classes

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Behaviors such as

**arriving late, leaving early, or exiting the classroom at inopportune moments during class**

**ostentatiously eating or drinking in class**

**using smartphones or laptops for non-class-related purposes**

**reading texts unrelated to the course**

**discussing topics unrelated to the course**

**disrespecting the lecturer**

may lead to expulsion from the class/course.