

International Marketing Strategies (EM1F5M02)

Program	PGE
Module / ECTS / Path / Specialisation	Module :International Marketing Strategies : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

Daria PLOTKINA

Lecturers

Instructor	Population	Email
Daria PLOTKINA		dplotkina@unistra.fr

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

Marketing is a core element of business strategy. Internalization of business activity implies major uncertainties, challenges, and additional considerations. Living in dynamic global world it is imperative to understand how the international strategy is shaped and what factors determine it.

This course provides both theoretical and practical overview of the key elements of international marketing, the issues companies face when entering and operating in foreign markets, and common practices and solutions. Lectures will be enhanced with readings, discussions, cases, and practical assignments to ensure maximum learning and sharing of experience.

Educational organisation

In class

Lectures

Presentations

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Educational games

Learning outcomes

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

- **Outline** the internalization strategies and key elements impacting the strategy choice.
- **Recognize** international and intercultural differences and challenges that companies face due to global expansion.
- **Operate** marketing mix within the global environment.
- **Analyze** real-life examples of international marketing practices applying learnt material and critical thinking.

Outline

Session 1 – Introduction into international marketing: course road-map and international marketing defined

Globalization and other antecedents of internationalization decision

Session 2 – Intercultural differences

Session 3 – Information collection and destination choice

Session 4 – Internationalization strategies

Session 5 – International product management

Session 6 – Global pricing and distribution

Session 7 – Global promotion and advertising

Session 8 – Global branding

Prerequisites

Key concepts to understand :

Basic knowledge of business administration and marketing is needed.

Teaching material

Documents in all formats

- Newspaper articles
- Case studies

Additional electronic platforms

- Slideshows

Recommended reading

Major works :

Czinkota, M., & Ronkainen, I. (2012). International marketing. Cengage Learning.
Keegan, W. J. (2008). International Marketing. Person Publishes.
Kotler, P., Keller, K.L. (2011). Marketing Management, 14th ed., Prentice Hall, Harlow

Further reading :

Cateora, P. R., Gilly, M. C., & Graham, J. L. (2013). International marketing. McGraw-Hill Irwin.
Chernev A. (2011). Strategic Marketing Management, 6th ed., Cerebellum Press.
Handouts and articles published on the Moodle

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / individual / English / weighting : 20%

additional information : Presence and participation; discussion of case studies and other interactive assignments. Conflicting hours, late enrollment, and other good reasons will be taken into account when evaluating students' presence. Remember that exchange students are only allowed to miss 4 hours of class due to overlapping schedules. Beyond this number of unjustified absences, students can be expelled from the class.

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, LO4.2

Intermediate evaluation / continuous assessment 2 : last session

written + oral (15 min) / in group / English / weighting : 30%

additional information : Group presentation.

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, LO4.2

Intermediate evaluation / continuous assessment 3 :

written + oral / in group / English / weighting : 20%

additional information : Focus groups: organization of a discussion on a type of marketing strategy; analysis; formulation of theoretical and managerial conclusions

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, LO4.2

Intermediate evaluation / continuous assessment 4 :

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

additional information : Exploration and analysis of cultural differences in consumer behavior with conclusions for international marketing strategy. Individual preparation and discussion in group.

This evaluation serves to measure LO1.1, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, 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.