

International Marketing (EM1F5M41A1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Principles of International Management : 18 ECTS. <ul style="list-style-type: none">● PGE 3A - International and European Business (IEB)
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (4 ECTS)
Available places	40

Coordinator

Claude CHAILAN

Lecturers

Instructor	Population	Email
Claude CHAILAN	Population	chailan@unistra.fr

Course format

Working language :	English
Volume of contact hours :	20 h
Workload to be expected by the student :	60 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 the business function that draws the majority of public scrutiny and concern with regard to internationalization and the course should give participants a sense of the complexity of international decision-making in the emerging countries context.

This course provides an overview of the main marketing management concepts and practices in today's fast developing economies with a special focus on Africa, Latin America and Asia.

After decades and even centuries of lackluster economic performance, emerging countries are now the fastest growing markets in the world, despite their volatility. Every relevant player in the business world is striving to capture this growth. Defining a strategy for where, when and how to invest is a major challenge in the complex and fast-moving world of emerging markets. This course is about improving the odds of placing winning bets in emerging markets by thinking strategically about the waves of opportunities that arise as countries develop.

The underlying theory for this course is that, in spite of the many apparent differences, emerging markets develop following common patterns. As people strive to improve their quality of life, they follow very similar priorities in their needs and wants across the world. As a result, development tends to follow certain predictable paths. Understanding these patterns gives foresight of which opportunities are ready to be fostered, or are likely to emerge, in which markets.

Participants will learn how to scan the environment, perform market studies, evaluate buyer and consumer behaviour, launch new products, and choose a coherent marketing-mix strategy in the context of emerging countries.

Particular emphasis will be made on the following issues:

Emerging countries' business models, operating in emerging markets, targeting emerging markets clients, marketing at the bottom of the pyramid, international vs local branding, sustainability and marketing integrity in an emerging economies' setting, and managing risks in emerging markets.

Educational organisation

In class

Lectures

In groups

Projects

Case studies/texts

Interaction

Discussions / debates

Learning outcomes

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

- **Identify** the main differences and similarities that characterize marketing in emerging economies
- **Explain** the evolution of the base of consumers from the rural poor to the urban middle class as they satisfy their needs and wants
- **Discuss** and solve current international marketing challenges faced by companies - both local and national ones - when defining their strategies for superior positioning in an era of globalization
- **Provide** attendees with the knowledge to understand the vital role marketing plays in order to catch the business potential offered by emerging countries growth, and how market-driven policies may allow companies to take advantage of the business potential of developing countries

Outline

Session 1
CREATING MARKETING VALUE IN EMERGING MARKETS

Session 2
STRATEGIES FOR THE BASE OF THE PYRAMID

Session 3
STRATEGIES FOR LOW-INCOME COUNTRIES MIDDLE CLASSES

Session 4
BRAND MANAGEMENT IN EMERGING COUNTRIES

Session 5
COUNTRIES PRESENTATIONS

Session 6
EXPORTING FROM EMERGING COUNTRIES

Session 7
MANAGING RISKS IN EMERGING COUNTRIES

Session 8
EMERGING MARKET COMPANIES GOING GLOBAL

Session 9
DOING BUSINESS IN A STAKEHOLDERS ENVIRONMENT

Session 10
PRACTICING MARKETING IN EMERGING COUNTRIES

Prerequisites

Key concepts to understand :

Knowledge of :

At least one course in the marketing field such as Marketing Basics or Fundamentals of Marketing or Marketing Management

Teaching material

Documents in all formats

- Syllabus
- Case studies

Recommended reading

Major works :

Usunier J.C., Lee J.A. (2012), Marketing Across Cultures, 6th edition, Pearson , ISBN 978-0273757733 OR 5th edition (2009), ISBN 978-0273713913

Further reading :

- Agarwal, J., Wu, T. (2018). Emerging Issues in Global Marketing: A Shifting Paradigm, ISBN 978-3319741284
- Ciravegna, L., Fitzgerald, R., Kundu, S.M. (2013), Operating in Emerging Markets: A Guide to Management and Strategy in the New International Economy, Pearson
- Moran, T. R., Phillip, H.R., Moran, S. (2014), Managing Cultural Differences, Global Leadership Strategies for Cross-Cultural Business Success –, 8th edition, Butterworth-Heinemann; ISBN 978-1-85617-923-2
- Hollensen S. (2016), Global marketing, A Decision-Oriented Approach, 7th Edition, Prentice Hall, Harlow

Research works by EM Strasbourg :

- Chailan, C. (2015), Branding from Emerging Countries: How to compete internationally? Critical Perspectives on International Business, 11 (1), 54-71
- Chailan, C. (2017). Bacardi vs Pernod-Ricard: The Havana Club Rum Guerilla, CCMP 1907M03

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / individual / English / weighting : 30%

additional information : Class participation (individual) INCLUDING READINGS as per the course syllabus

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

Intermediate evaluation / continuous assessment 2 :

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

additional information : Emerging country presentation

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

Intermediate evaluation / continuous assessment 3 :

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

additional information : Emerging country company presentation

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

Final assessment : last session

written (30 min) / individual / English / weighting : 30%

additional information : Final individual exam

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

