

# Cases in International Marketing

EM023M03A1

## Semestre

A

## Discipline

Marketing

## Volume horaire

27 H

## Nombre de places

45

## Ouvert aux visiteurs

Oui

## Langue

EN

## Responsable

Claude CHAILAN



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## Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Claude CHAILAN	<a href="mailto:chailan@unistra.fr">chailan@unistra.fr</a>	27 h

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**Contribution pédagogique du cours au programme**

Aucune contribution pédagogique associé à ce cours pour ce programme.

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## **Descriptif**

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.

Students 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 a very diverse environment.

In addition, the international marketing course is designed to 'open your eyes' to the implications of marketing decisions and to give students 'new angles' from which to view behaviour one may have taken for granted.

Particular emphasis will be made on the following issues: Business models and globalization, strategies for low-income countries vs high-income ones, marketing at the bottom of the pyramid, international branding, servicization, sustainability and marketing integrity in an international setting.

The coverage of these topics is mainly based on Harvard Business School case studies, with an approach combining class discussions, group works, and presentations.

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## **Organisation pédagogique**

### **Face-to-face**

- Lectures
- E-learning

### **In group**

- Oral presentations
- Projects
- Case studies/texts

### **Interaction**

- Discussions/debates

### **Others**

Aucun élément de cette liste n'a été coché.

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## **Objectifs pédagogiques**

## **Cognitive domain**

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) recognize the concepts, tools and frameworks necessary to analyze and manage international marketing variables and main issues, locally and globally.
  - - (niv. 4) analyze any international marketing question, either strategic or operational
  - - (niv. 6) create relevant marketing plans to be implemented in an international setting
  - - (niv. 6) assemble and build clear and robust marketing analysis in an international context
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## **Affective domain**

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

Aucun affective domain n'a pour le moment été associé à ce cours.

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## **Objectifs de développement durable abordés**

Aucun objectif de développement durable n'a été coché.

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## **Plan / Sommaire**

Session 1: Creating value in an international setting

Session 2: The international competitive advantage

Session 3: Does origin matter?

Session 4: From communication to brand management in the global arena

Session 5: From distribution to education

Session 6: From price to accessibility

Session 7: Doing business in a stakeholders environment

Session 8: The risks of internationalisation

Session 9: All you need to know about ChIndia

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## **Prérequis nécessaires**

### **Connaissances en / Notions clés à maîtriser**

An introductory course in marketing is welcome although not mandatory

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

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## **Supports pédagogiques**

### **Mandatory tools for the course**

Aucun élément de cette liste n'a été coché.

### **Documents in all formats**

- Newspaper articles
- Case studies/texts

### **Moodle platform**

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

### **Software**

Aucun élément de cette liste n'a été coché.

### **Additional electronic platforms**

Aucun élément de cette liste n'a été coché.

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## **Bibliographie recommandée**

### **Ouvrages principaux**

- World Bank (2020), Global productivity – Trends, Drivers and policies.

This document is made available for the course students on the moodle platform

- Agarwal, J., Wu, T. (2018). Emerging Issues in Global Marketing: A Shifting Paradigm, ISBN 978-3319741284

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

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## Littérature complémentaire

For each session, I propose some 'food for thought' material which consists of articles, supplementary notes, links to internet sites, etc. which might be of interest to participants who would wish to dig deeper into the topic of the session.

The reading of this material is totally OPTIONAL.

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## Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

- Chailan, C. (2017), "Havana Club: Cuban Ron Guerilla", CCMP 1907M03

- Chailan, C. (2015). Branding from Emerging Countries: How to compete internationally? Critical Perspectives on International Business, 11(1), 54-71

- Chailan, C. (2012), "S.T. Dupont: Back to Brand", ECCH reference 512-051-1

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## **Modalités d'évaluation**

### Liste des modalités d'évaluation

**Evaluation intermédiaire / contrôle continu 1** Autre (date, contrôle surprise...) : at random

Orale (30 min) / individuelle / Anglais / pondération : 20 %

Précisions : Class Participation INCLUDING readings: Class participation is based on three factors: - Preparation and participation to the 'Hot topics in International Business' discussion taking place at the beginning of each session - Answers to questions about the readings to be prepared for each session - General participation to discussions

Cette évaluation sert à mesurer ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI

**Evaluation intermédiaire / contrôle continu 2** Autre (date, contrôle surprise...) : All sessions

Orale (30 min) / en groupe / Anglais / pondération : 25 %

Précisions : Case study preparation and presentation

Cette évaluation sert à mesurer ILO3.1-BAI, ILO4.3-BAI, ILO4.4-BAI, ILO1.2-BAI, ILO1.3-BAI

**Evaluation intermédiaire / contrôle continu 3** Autre (date, contrôle surprise...) : at random

Ecrite (30 min) / en groupe / Anglais / pondération : 35 %

Précisions : Case study report. After the sessions, the teams write a summary of the presentations and discussions on one or more of the cases. Three case studies reports must be written. The choice of the cases is left to the teams' choice

Cette évaluation sert à mesurer ILO3.1-BAI, ILO4.3-BAI, ILO4.4-BAI, ILO1.2-BAI, ILO1.3-BAI

**Evaluation finale** Autre (date, contrôle surprise...) : 48 hours after the last session of the course.

Ecrite (30 min) / individuelle / Anglais / pondération : 20 %

Précisions : An online quiz, taking place 48 hours after the last session of the course.

Cette évaluation sert à mesurer ILO3.1-BAI, ILO4.4-BAI, ILO1.3-BAI