

EM1F5M2BA1

Program

PGE
PGE 3A - International and European Business (IEB)

UE

Principles of International Management

Semester

A

Discipline

Marketing

Contact hours

20 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Claude CHAILAN



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claude CHAILAN	chailan@unistra.fr	20 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Description

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. The course aims at giving participants a sense of the opportunities of international decision-making in the fast-emerging countries' context.

After decades of poor economic performance, emerging markets are now the most dynamic markets in the world, despite their volatility. All the players in the business world are trying to capture this growth. Defining a strategy to take advantage of the multiple but complex opportunities offered by these markets is a major challenge to most of companies.

The theory behind this course is that, despite the many apparent differences, fast-emerging markets are developing according to common patterns. This course aims to improve the chances of winning in transitional economies by strategically reflecting the waves of opportunities that arise as these countries develop. While seeking to improve their quality of life, individuals follow very similar patterns with respect to their needs and desires around the world, whatever their nationality or cultural background is. As a result, development tends to follow certain predictable trajectories. Understanding these patterns helps to predict which opportunities are likely to arise, in which markets, and at which moment. Therefore, business practice can be adapted accordingly.

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 fast-emerging countries.

Particular emphasis will be made on the following issues:

- Fast-emerging countries' specific business models
 - Marketing at the bottom of the pyramid
 - Reaching the middle-class in fast-emerging economies
 - The value of localness and local brands
 - Non-market strategies in a fast-developing economy setting
 - Managing risks in economies in transition
-

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **summarize** Non-market strategies in a fast-developing economy setting
 - - (level 3) **carry out** a clear and robust marketing analysis in a fast-emerging country context
 - - (level 5) **appraise** key strategic and operational marketing questions related to economies in transition and assess the opportunities and the risks encountered by firms operating in emerging countries
 - - (level 6) **create** relevant marketing plans to be implemented in a transitional economy setting in order to take advantage of the business opportunities that emerging countries population represents short, medium and long-term.
-

Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Session 1

MARKETING & BUSINESS IN ECONOMIES IN TRANSITION

Session 2

STRATEGIES FOR THE BASE OF THE PYRAMID

Session 3

STRATEGIES FOR EMERGING ECONOMIES' MIDDLE CLASSES

Session 4

IS LEAPFROGGING AN OPTION? - INNOVATION AND BUSINESS IN FAST-EMERGING MARKETS

Session 5

AN EMERGING COUNTRIES PERSPECTIVE ON BRANDS

Session 6

DEVELOPED MARKETS COMPANIES GOING LOCAL

Session 7
EMERGING MARKETS COMPANIES GOING GLOBAL

Session 8
RISKS MANAGEMENT IN ECONOMIES IN TRANSITION

Session 9
NON-MARKET STRATEGIES

Session 10
CORPORATE SOCIAL REPOSIBILITY IN FAST-EMERGING COUNTRIES

No prerequisite has been provided

Knowledge in / Key concepts to master

Marketing Management or Fundamentals of Corporate Finance or Corporate Strategy

Teaching material

Mandatory tools for the course

No items in this list have been checked.

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

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

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

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

Additional literature

- Ciravegna, L., Fitzgerald, R., Kundu, S.M. (2013), Operating in Emerging Markets: A Guide to Management and Strategy in the New International Economy, Pearson

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

- 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

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

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

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Last class

Written (30 Min.) / Individual / English / Weight : 40 %

Details : A final individual written exam

This evaluation is used to measure L01.1, L01.2

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) :

Oral (30 Min.) / Individual / English / Weight : 25 %

Details : Class participation

Intermediate assessment / continuous assessment 3Last class

Written and oral (30 Min.) / Group / English / Weight : 35 %

Details : A Fast-Emerging Country Market Report (CMR) and presentation

This evaluation is used to measure L02.1, L04.2