

# Cases in International Marketing

**EM023M03A1**

## Program

**Bachelor**  
BAI 3A Bachelor Affaires Internationales

## UE

Cases in International Marketing

## Semester

A

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator

Claude CHAILAN



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claude CHAILAN	<a href="mailto:chailan@unistra.fr">chailan@unistra.fr</a>	27 h

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**Pedagogical contribution of the course to the program**

**LEARNING GOAL 1 : Students will know, understand, and use management tools appropriately.**

Students will demonstrate knowledge of management tools in their scope of action.

Students will know how to implement their knowledge within an organization.

**LEARNING GOAL 3 : Students will be able to adapt effectively in an international environment.**

Students will communicate their ideas effectively, both orally and in writing, in French and in two additional languages.

Students will demonstrate their ability to learn and take action when working in intercultural teams.

Students will understand the management issues of an international business organization

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## Description

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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## Teaching methods

### Face-to-face

- Lectures
- E-learning

### In group

- Oral presentations
- Projects
- Case studies/texts

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

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

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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

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: China

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## **No prerequisite has been provided**

### Knowledge in / Key concepts to master

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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## **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.**

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## **Recommended reading**

Main reading material

- 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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Additional literature

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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### **EM Research: Be sure to mobilize at least one resource**

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

- 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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## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : All sessions  
Oral (30 Min.) / Individual / English / Weight : 25 %  
**Details :** Class participation

**Intermediate assessment / continuous assessment 2** Other (date, pop quiz, etc.) : All sessions  
Written and oral (30 Min.) / Group / English / Weight : 30 %  
**Details :** One or two case studies

**Intermediate assessment / continuous assessment 3** Other (date, pop quiz, etc.) : Sessions 6,7,8  
Written and oral (30 Min.) / Group / English / Weight : 25 %  
**Details :** Capstone report - A country market report

**Final evaluation** Last class  
Written (30 Min.) / Individual / English / Weight : 20 %  
**Details :** A quizz in the form of a multiple choice questionnaire taking place in the last session or after