

# 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

## ECTS

5

## 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

### **Développer des collaborations en équipe dans une optique de leadership responsable**

Demonstrate project management skills

### **Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable**

Analyze the challenges related to the values of diversity, ethics and sustainable development

Apply the concept of corporate social responsibility

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Prioritize impact management taking into account the economic and social issues supported by a European mindset

Explain changes in the environment and their impact on business development

### **Appliquer un management à impact grâce aux connaissances et aux outils de base dans les domaines du management**

Expose the managerial issues

Apply managerial concepts and practices

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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: All you need to know about ChIndia

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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

#### 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.) : at random  
Oral (30 Min.) / Individual / English / Weight : 20 %

**Details :** 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

**This evaluation is used to measure ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI**

**Intermediate assessment / continuous assessment 2**Other (date, pop quiz, etc.) : All sessions  
Oral (30 Min.) / Group / English / Weight : 25 %

**Details :** Case study preparation and presentation

**This evaluation is used to measure ILO3.1-BAI, ILO4.3-BAI, ILO4.4-BAI, ILO1.2-BAI, ILO1.3-BAI**

**Intermediate assessment / continuous assessment 3**Other (date, pop quiz, etc.) : at random  
Written (30 Min.) / Group / English / Weight : 35 %

**Details :** 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

**This evaluation is used to measure ILO3.1-BAI, ILO4.3-BAI, ILO4.4-BAI, ILO1.2-BAI, ILO1.3-BAI**

**Final evaluation**Other (date, pop quiz, etc.) : 48 hours after the last session of the course.

Written (30 Min.) / Individual / English / Weight : 20 %

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

**This evaluation is used to measure ILO3.1-BAI, ILO4.4-BAI, ILO1.3-BAI**