

# International Marketing: Catching the Growth Wave in Emerging Countries

**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



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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>	20 h

## Pedagogical contribution of the course to the program

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Recommend decision making by taking a critical approach to driving change in organizations

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

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

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

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

## 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
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## 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.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (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.
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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

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 RESPONSIBILITY IN FAST-EMERGING COUNTRIES

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## No prerequisite has been provided

### Knowledge in / Key concepts to master

Marketing Management or Fundamentals of Corporate Finance or Basics in Corporate Strategy are welcomed but not compulsory

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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

- 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

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

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## **Assessment**

### List of assessment methods

**Intermediate assessment / continuous assessment 1**Other (date, pop quiz, etc.) : all sessions

Written and oral (30 Min.) / Individual / English / Weight : 25 %

**Details :** Class Participation INCLUDING readings and case studies summaries. Class participation is based on three factors: - Preparation and participation to the 'Hot topics in Emerging Countries' 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 ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO4.1-PGE, ILO4.2-PGE**

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

Written and oral (30 Min.) / Group / English / Weight : 15 %

**Details :** Workshops participation: Workshops evaluation is based on three factors: - Accuracy of answers to questions - Team participation to the debate following workshops/case studies presentations - Active participation in the classroom, adding insights to discussions for instance from teams' members own knowledge, experience, or view

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO4.1-PGE**

**Intermediate assessment / continuous assessment 3**Other (date, pop quiz, etc.) : at random

Written and oral (30 Min.) / Group / English / Weight : 25 %

**Details :** Workshop Leadership For each session two teams lead the workshop debate and then write a summary of the latter. This implies that teams' members have to coordinate between themselves so as to prepare the classroom discussion in advance and make it lively and accurate and useful.

**This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO3.1-PGE, ILO4.1-PGE**

**Final evaluation**Class no. 9 or 10

Written (30 Min.) / Individual / English / Weight : 35 %

**Details :** In-class online quiz, 24 to 48 hours after the last session of the course

**This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE**