




5 credits	30.0 h	Q1
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Teacher(s)	Jupsin Thierry ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>Building on the fundamental marketing concepts, this course will examine the specificities of operating a business in an international context. Globalization has first led companies to standardize their marketing strategies across countries. Yet, more recently, some of them have discovers the limits of an excessive standardization and are now developing global marketing that take local specificities into account.</p> <p>The objectives of this course are to:</p> <ol style="list-style-type: none"> <li>1) Examine how small and bigger companies develop marketing strategies on international markets.</li> <li>2) Understand the importance of cultural differences when building a brand strategy in a globalized world.</li> </ol>
Aims	<p><b>On successful completion of this program, each student will acquire the following skills :</b></p> <ul style="list-style-type: none"> <li>• Action-orientation, implementing solutions in context based on analysis and diagnosis</li> <li>• Problem-solving orientation, through knowledge activation and application</li> <li>• Pragmatism and risk-evaluative mindset when developing and implementing new product/service idea</li> <li>• Understanding of a situation in its local and international socio-economic context and detection of strategic issues of operational problems and solutions</li> <li>• Leadership and teamworking</li> </ul> <p><b>The course will help students to :</b></p> <ol style="list-style-type: none"> <li>1. Study the latest evolution and changes of international marketing</li> <li>2. Understand how to approach the different cultures in a globalized world</li> <li>3. Learn how to realize an international marketing plan</li> </ol> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p><b>Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: 1/12, 8/12, 15/12, 22/12 (timeslots: 8:30 - 12:45 and 14:00 - 16:45, unless specified otherwise)</li> <li>• Type of evaluation: Group assignments to be presented during lectures (30% of final grade) and online quiz about conferences (10% of final grade)</li> <li>• Comments: Attendance to conferences and group assignment presentations are compulsory. All necessary information regarding the continuous evaluation is to be found on Moodle</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: No</li> <li>• Unavailability or comments: No</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: Yes</li> <li>• Written: Yes</li> <li>• Unavailability or comments: <ol style="list-style-type: none"> <li>1. If one of the three part of the evaluation process is not completed, students do to respect the course requirement and will be given an 'Absent' for the first and second session. '</li> <li>2. If students fail the course in the first session, they will only be evaluated in the second session via a written or oral exam (to be confirmed). Students keep their work results as well as the result they obtained from the conferences quizzes. '</li> </ol> </li> </ul>
Teaching methods	Lectures, case studies, 3 conferences with marketing practitioners, group assignments
Content	<ul style="list-style-type: none"> <li>• Globalization or localization of marketing strategies</li> <li>• Culture impact on international marketing strategies</li> </ul>

Bibliography	KEEGAN WJ and GREEN MC (2004), Global Marketing Management, Prentice Hall series in Marketing International Edition, 9 <sup>th</sup> Edition.
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGM2M</a>	5		