


5.00 credits

30.0 h

Q1

Teacher(s)	Lambert Nicolas (compensates Schuiling Isabelle) ;Schuiling Isabelle ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course will cover the following topics : move from international marketing to global marketing, analysis of international marketing opportunities, international and global segmentation and positioning, international branding strategies, different steps of international development
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>The objective of this course is to tackle the strategic marketing issues that are facing local and international firms when they market their brands internationally.</p> <p>The course will help the students to :</p> <ol style="list-style-type: none"> 1. understand the implications of the move from international marketing to global marketing; 2. review the different international marketing strategies selected by companies when marketing their brands internationally; 3. learn how to develop a successful international marketing program. This includes deciding the right branding, product, prices, distribution and communication plans.
Evaluation methods	The course will be evaluated based on an individual evaluation (20%) and team work assignments (80%) .
Teaching methods	<ul style="list-style-type: none"> • The teaching method will be varied, based on business case discussions, article discussion, presentations from students and on conferences from specialists. • It is compulsory to attend classes as they will be very interactive. Cases and articles have to be prepared beforehand. And active participation is expected from all students.
Content	<p>This course, exclusively dedicated to CEMS students, will tackle the strategic marketing issues faced by local and international firms when they decide to market their brands internationally.</p> <p>Developing at an international level is not an easy task for any company in a global world that has become more and more digital. Competition is coming from everywhere and different consumer habits and cultures need to be understood by marketers to be successful. The level of globalization and digitalization is also different per region of the world and this has an influence on the marketing strategies that can be implemented.</p> <p>Objectives of the course are to 1) understand the impact of the digital revolution on international marketing strategies; 2) review the different issues faced by companies when marketing their brands internationally; 3) learn how to develop a marketing strategy and program for a company willing to develop internationally;</p> <p>This year, we will analyse the international expansion of a digital start-up to several European countries, as main teamwork assignment.</p>
Bibliography	<p>Slides, cases and articles will be available on Moodle.</p> <p>Reference book (not compulsory) :</p> <p>KEEGAN WJ and GREEN MC (2020), Global Marketing Management, Keegan W.J. and Green M.C. , Prentice Hall series in Marketing, International Edition, 10th edition</p>
Other infos	<p><u>This course is exclusively reserved for CEMS students of the LSM.</u></p> <p>The course covers 3 modules:</p> <ul style="list-style-type: none"> • Module 1 : Impact of the digital revolution on international marketing strategies • Module 2 : Difficulties of entering into new markets • Module 3 : New marketing tools to enter into international markets
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management [CEMS Programme]	GEST2M	5		
Master [120] : Business Engineering [CEMS Programme]	INGE2M	5		