

FICHE PEDAGOGIQUE

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : Marketing in Europe, America and Asia	CODE : MEMLVM2606
	YEAR / ANNEE : 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU : This course enables students to identify international marketing strategies of world-class French companies and how they adapt their mix to the different environments in Europe, America and Asia.	
SKILLS TARGETED / COMPETENCES VISEES : Students will be required to research individual companies in their actual working context, to analyse their marketing mix strategies and to synthesize the results in a comprehensive overview of how those companies adapt to the different environments.	
DEPARTMENT / DEPARTEMENT FOURNISSEUR : MARKETING VENTE	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Marcos Cerqueira-Lima	OFFICE / BUREAU : E 415
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE : EMLV	YEAR / ANNEE : 3
PROGRAM / PROGRAMME : MARKETING VENTE	SEMESTER / SEMESTRE : 6
TRACK – MAJOR / OPTION : ALL/TOUS	
UNITE D'ENSEIGNEMENT : MARKETING VENTE	
CREDITS ECTS : 2	

LENGTH (in hours)/DUREE (EN HEURES)				
TOTAL HOURS / TOTAL FACE A FACE : 17h30	CM : 17h30	CA :	TD :	TP :
TOTAL EVALUATION : 3h00	CC : 1h00 (inclus en CA)	EXAM/EXAMEN: : 2h00	PRESENTATION/ SOUTENANCE : 0h15	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT : English/anglais
PREREQUISITES / PREREQUIS : Basic Marketing Principles / Good level of English
LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES : In this module, students will learn to: <ul style="list-style-type: none"> - Analyze international marketing strategies - Relationship between geographical areas and the adaptation policies of world-class companies - Identify cultural and economic differences and how they influence marketing tactics
TEACHING METHOD / METHODE PEDAGOGIQUE : The course will be divided in two segments: theoretical discussion (part 1) and case-study construction, analysis and presentation (part 2). The first part, which will last 4 sessions, students are expected to interact with the lecturer by playing an active role in the discussion of the international marketing framework. Between parts one and two, students will have three weeks to research a specific French multinational company environment in either the US, Europe or Asia, preparing a 15-minute presentation that will be delivered during any one of the three last sessions.

EVALUATION METHOD / MODALITES D'EVALUATION :

Students will be graded as follows:

- 25% -- quality of group presentation / debate
- 50% -- quality of the written report / case study
- 25% -- performance in a multiple-choice, individual quiz (final examination)

BIBLIOGRAPHY / BIBLIOGRAPHIE :

- CZINKOTA, M. ; RONKAINEN, I. (2004) International Marketing (7th Edition).
- GHOURI & CATEORA. (2006) International Marketing (2nd Edition)

DEROULEMENT DU MODULE						
SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INTERVENANT(S) <i>Si impact sur planif</i>
1	2h30	CM	02h	The International Environment; Cultural and Economic Environments	Amphi	Atherton & Lima
2	2h30	CM	02h	International Product Adaptation and Brand Management; International Logistics and Product Distribution	Amphi	Atherton & Lima
3	2h30	CM	02h	International pricing; Global promotional strategies	Amphi	Atherton & Lima
4	2h30	CM	20h	Preparation for Case Study Development, Analysis and Presentation	Amphi	Atherton & Lima
5	2h30	CM	2h	Case study presentation	Amphi	Atherton & Lima
6	2h30	CM	2h	Case study presentation	Amphi	Atherton & Lima
7	2h30	CM	2h	Case study presentation	Amphi	Atherton & Lima