

**FICHE PEDAGOGIQUE**

<b>DESCRIPTION DU MODULE</b>	
INTITULE : International Marketing Perspectives: EU, US, China, Brazil	CODE ANNEE : 2010/2011
CONTENU :  The impact of culture on international markets ; international marketing opportunities in Europe, America and Asia ; developing international marketing strategies, positioning and mix.	
COMPETENCES VISEES :  <ul style="list-style-type: none"> <li>• Understanding the role of culture and cultural differences in implementing successful marketing strategies ;</li> <li>• Identifying international marketing opportunities in Europe, America and Asia</li> <li>• Developing adapted marketing positioning and mix strategies</li> </ul>	
DEPARTEMENT FOURNISSEUR : Marketing	
RESPONSABLE PEDAGOGIQUE : Marcos Lima	BUREAU : E416
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<b>POSITIONNEMENT DU MODULE DANS LE CURSUS</b>	
ECOLE : EMLV	ANNEE : 3
PROGRAMME : EMLV	SEMESTRE : 5
OPTION : PEI + SHN	
UNITE D'ENSEIGNEMENT : Marketing Vente	
CREDITS ECTS : 3	

<b>DUREE (EN HEURE)</b>				
TOTAL FACE A FACE : 40h	CM : 37h30	CA :	TD : 2h30	TP :
TOTAL EVALUATION :	CC :	EXAMEN : 2	SOUTENANCE :	

<b>DESCRIPTIF DETAILLE DU MODULE</b>
LANGUE D'ENSEIGNEMENT : English
PREREQUIS : Basic Marketing Principles
OBJECTIFS PEDAGOGIQUES : <ul style="list-style-type: none"> <li>• Get students acquainted with different perspectives on international marketing</li> <li>• Apply theoretical framework to concrete case study situations</li> <li>• Develop student's written and presentation skills</li> </ul>
METHODE PEDAGOGIQUE : This course will consist of four parts; during the introductory part (sessions 1 and 2), students will get familiar with the overall framework for understanding the international marketing environment, strategy and mix. The second part (sessions 3 – 8) will expose students to the different marketing practices in advanced economies, particularly the US and Europe. The third part (sessions 9 – 14) will present students with marketing strategy adaptations for developing countries, particularly Brazil and China. The fourth and final part will consist of

presenting students (on the 15<sup>th</sup> session) the case studies they are expected to deliver (on the 16<sup>th</sup> session) both orally and in written. The oral presentations and written report hand in will take place in three parallel sessions (two weeks after the 15<sup>th</sup> session) in three different rooms with one teacher responsible for 6 groups in each room.

**MODALITES D'EVALUATION :**

Final Examination : Oral Case Study (25%) / Written Case Study (75%)

**CONDITIONS D'EXAMEN :** (avec ou sans documents.....) Students may consult any documents / sources they wish.

**BIBLIOGRAPHIE :**

Ghauri & Cateora ; International Marketing. McGraw Hill, 2006.  
Gillespie & Hennessey ; Global Marketing. South Western, 2008.

**DEROULEMENT DU MODULE**

N°	DUREE	TYPE COURS	TRAVAIL PERSON.	THEMES	LOGISTIQUE DU COURS	INTERVENANTS
01	2h30	CM		Introduction to International Mkt 1/2	Room w/ projector	M. Lima
02	2h30	CM		Introduction to International Mkt 2/2	Room w/ projector	M. Lima
03	2h30	CM		Marketing in the US 1/2	Room w/ projector	L. Stybr
04	2h30	CM		Marketing in the US 2/2	Room w/ projector	L. Stybr
05	2h30	CM		Marketing in the EU 1/4	Room w/ projector	L. Stybr
06	2h30	CM		Marketing in the EU 2/4	Room w/ projector	L. Stybr
07	2h30	CM		Marketing in the EU 3/4	Room w/ projector	L. Stybr
08	2h30	CM		Marketing in the EU 4/4	Room w/ projector	L. Stybr
09	2h30	CM		Marketing in Brazil	Room w/ projector	M. Lima
10	2h30	CM		Marketing in China 1/5	Room w/ projector	B. Monnier
11	2h30	CM		Marketing in China 2/5	Room w/ projector	B. Monnier
12	2h30	CM		Marketing in China 3/5	Room w/ projector	B. Monnier
13	2h30	CM		Marketing in China 4/5	Room w/ projector	B. Monnier
14	2h30	CM		Marketing in China 5/5	Room w/ projector	B. Monnier
15	2h30	CM		Preparing the International Case Study	Room w/ projector	M. Lima
16	2h30	TD*		Presenting the Case Study	Room w/ projector	M. Lima / B. Monnier / L. Stybr