

COURSE OUTLINE - FICHE PEDAGOGIQUE

DISCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE: INTERNATIONAL PRODUCT MARKETING PROJECT	CODE: MEMLVM2607 YEAR / ANNEE: 2010/2011
COURSE PRESENTATION & CONTENTS / CONTENU: The objective of this project-based course is to put in practice the knowledge and capabilities obtained as a result of the course "International Marketing Perspectives". Teams of students will analyze the French market and prepare the launch of a foreign product or service in France (which currently is not widely available in this country).	
SKILLS TARGETED / COMPETENCES VISEES: <ul style="list-style-type: none"> • Research and analyze the French market and evaluate market potential for importing a product, manufacturing it locally or creating a new service based on a foreign (non-French) experience. • Establish the new incumbent's competitive advantage, segmentation and positioning • Based on the targeting and positioning decided above, make strategic recommendations for the marketing mix 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR: Marketing and Sales	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Marcos Lima	OFFICE / BUREAU: E415
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE: EMLV	YEAR / ANNEE: 3rd
PROGRAM / PROGRAMME: EMLV	SEMESTER / SEMESTRE: 6
TRACK – MAJOR / OPTION: Commerce	
UNITE D'ENSEIGNEMENT : MARKETING VENTE	
CREDITS ECTS : 3	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE: 5h00	CM: 1h15	CA:	TD:	TP: 1h15
TOTAL EVALUATION: 2h30	CC: 1h15	EXAM / EXAMEN: No	PRESENTATION / SOUTENANCE: 1h15	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT: English / Anglais
PREREQUISITES / PREREQUIS: <ul style="list-style-type: none"> • Sufficient level of English (750 TOEIC) • Understanding of the organization of companies and their modes of functioning • International Marketing principles
LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES: At the end of this course, the student will be able to: <ul style="list-style-type: none"> • Analyze a real international market • Understand the particularities of the French economic, socio-cultural, technological, politico-legal and competitive environments • Develop strategies for segmenting, targeting and positioning products in the French Market • Adapt the marketing mix of products and services to a specific niche in an international environment

TEACHING METHOD / METHODE PEDAGOGIQUE:

In teams of 4-5 students each (previously assigned by the lecturers), the students will search for a product or service available in a non-French market and decide how to import it or launch a local operation to offer it to the French. This will be done in three phases:

Phase 1 – two weeks: After one theoretical class in which the basic framework is redescribed and the project milestones presented, students are to find the foreign product or service and make a short “business case” of how it can be brought to the French market. By Week 3 students are expected to e-mail their phase 1 report (see template) to their assigned advisor for pre-approval.

Phase 2 – five weeks: After receiving the approval of their phase 1 report, they may start working on the preliminary drafting of their marketing plan. On Week 5 students are expected to e-mail a Phase 2 report (see template) and on week 7 meet with their assigned advisor (dates and advisor to be established in first class along with the designation of student groups) to hear feedback and suggestions for improvement.

Phase 3 – six weeks: Students are expected to deepen their analysis of the French market for their product / service, propose a clear segmentation and targeting strategy, decide on a positioning based on their competitive advantages and develop a marketing mix based on their chosen positioning and targets. A 20-minute oral presentation and a 10-page written report are to be delivered during Week 13.

EVALUATION METHOD / MODALITES D'EVALUATION:

Oral presentation: 40 %, Final report: 60 %

BIBLIOGRAPHY / BIBLIOGRAPHIE:

- Kotler, P., & Keller, K. (2006). *Marketing Management* (12th ed.). Englewood Cliffs, N.J.: Prentice Hall.
- Ghauri, P., Cateora, P. (2010). *International Marketing* (3rd Edition). Berkshire : McGraw Hill.

COURSE SEQUENCE / DEROULEMENT DU MODULE

SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INSTRUCTOR INTERVENANT
1	1h15	CM	15h00	Presentation of project framework and milestones	PC, video-projector, Internet	Daniel Debomy
2		TP*	10 h00	Project work – e-mail phase 1 report by week 3		
3	30min	TP		E-mail Phase 2 report on Week 5s and meet with tutor on Week 7.		Ilaria Dal Pozza et Daniel Debomy
4	20min	TP		Deliver of printed version of final report and oral presentation to advisor on Week 13.		Ilaria Dal Pozza et Daniel Debomy