



CIEE Toulouse, France

Course name:	International Marketing
Course number:	BUSI 3003
Programs offering course:	Business and Culture
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2019
Course meeting times:	TBD
Course meeting place:	Toulouse CIEE Study Center, 11 rue Pharaon
Professors:	Olimpia Mateescu
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Course Description

The complexities of developing and implementing marketing plans are far more intricate on the international than on the local level. Successful international marketing requires more than intercultural skills. This course examines the specific issues involved in developing an international marketing strategy and in conducting marketing operations on an international as opposed to a local scale. Attention will be focused on identifying and evaluating opportunities for local products in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating strategies in global markets. As such, this course pays attention both to strategy and tactics of international marketing, with particular emphasis on business practices in France.

Learning Objectives

By the conclusion of this course, students will be able to:

- Demonstrate understanding through specific examples of intercultural sensitivity in international marketing
- Use case studies to evaluate and identify the elements that contribute to successful and unsuccessful international marketing plans
- Distinguish between the elements required for local versus international marketing (generally) and in the French/European international markets (specifically)
- Create a sample international marketing plan for a real or hypothetical business, outlining the entire strategic process.



Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Instruction will be supported by a mix of authentic and secondary materials, including films and case studies. The main classroom activity is discussion, initiated by short lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to Toulouse will be illustrated with a field trip to at least one local company that represents a global brand.

Assessment and Final Grade

1. Attendance and class participation:	25%
2. Research outline and presentation:	50%
3. Final exam:	25%

Course Requirements

Class Session Structure

Each class session can be a mix of activities ranging from listening and discussions to 'role playing' and assignments. All of these activities can be plenary, in small groups or individual. Each can involve different levels of student–lecturer interaction.

Classroom Discussions & Case Study Analysis

Students are required to participate in the discussions that will take place in class. Some courses require students to perform activities prior to a class session, for instance to prepare readings, a case and/or an assignment. Other lecturers integrate these activities into the class sessions.

Visits to local companies

We will visit a local company to learn from their managers the marketing actions they undertake in order to achieve the business objectives. This field trip is mandatory, and there will be a report assigned after the trip.

Research Assignment and Presentation

Students are required to deliver a written report and an oral presentation on a research assignment at the end of the course. Topic will be approved by instructor. Bibliography and citations required.



Final Exam

Tests are designed to assess students' comprehension and ability to articulate core concepts related to international marketing.

Attendance and Class Participation

Regular class attendance is required throughout the program. Students must notify center director and professor by email beforehand if they will miss class for any reason. Students are responsible for any materials covered in class in their absence. Students who miss class for medical reasons must inform the Director and provide appropriate documentation as noted below.

Excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- evidence is provided of a family emergency

Persistent absenteeism (students exceeding 5% or more of total course hours missed, or violations of the attendance policies in more than one class) may lead to a written warning from the Center Director, notification to the student's home school, and/or dismissal from the program in addition to reduction in class grade(s). Students with unexcused absences exceeding 10% of the total course hours will fail the course.

Late assignments will be marked down 5% after the first day and 1% every day afterwards. No coursework will be accepted after the last day of class. Exam dates cannot be changed.



Daily Schedule

- Day 1** **Introduction**
- Challenges and opportunities of international marketing
 - Core concepts/terms
 - Local versus global
- Day 2** **The International Marketing Imperative**
- International economic environment; evolution, tendencies
 - The international marketing plan
 - Blue Ocean Strategy
- Field trip**
- Day 3** **The International Marketing Environment I**
- PESTLE Analysis
 - Political, Legal and Regulatory environments
 - Case study DEVATICS, group project, draft proposition
- Day 4** **The International Marketing Environment II**
- PESTLE Analysis
 - Cultural and Social factors
 - Project propositions validation
- Day 5** **International Market Research**
- Market research design
 - Sources of market research
 - Marketing Information Systems
- Field trip**
- Day 6** **Segmentation, Targeting, Positioning**
- Segmentation, targeting, positioning
 - SWOT analysis
- Field trip**



- Day 7 Approaching and Entering International Markets**
- Importing, exporting and sourcing
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- Global market entry strategies: licensing, investment and strategic alliances
- Day 8 The Global Marketing Mix**
- Product decisions
 - Brands
 - Local versus global products and brands
 - Preparation for presentation, discussion points and outline
- Day 9 Pricing Decisions**
- Pricing objectives and strategies
 - Policy alternatives
 - Case studies Dacia Logan and Tata Nano
 - Lecture of three articles by Jean Tirole
- Field trip**
- Day 10 Global Marketing Channels and Distribution**
- Distribution channels
 - Global retailing
 - DEVATICS, Group project, final report deadline
- Day 11 Global Marketing Communication**
- Advertising and public relations
 - Sales promotion, special forms of marketing communication
- Day 12 Global Marketing and the Digital Revolution**
- Ecommerce
 - Sales promotion, special forms of marketing communication
 - Lecture of three articles related to the digital “revolution”
- Field trip**
- Day 13 Strategic Elements of Competitive Advantage**
- Industry analysis



- Competitive advantage
- Blue Ocean Strategy II

Final preparations Q/A for Presentations

Day 14 **Individual Presentations and Research Paper**

Day 15 **Final Exam and Final Course**

Field trips¹

Airbus, Assembly Line

Devatics, emarketing start-up Toulouse, meeting with Godefroy Picart, Product and Marketing Manager

Starbucks and **McDonalds** Toulouse, differences here and there

Retail case study, local cosmetic brand, Toulouse centre

Manufacture des Tabacs Library, Toulouse

¹ *Field trip dates are subject to change. Students will be noticed in time about these changes.*

Readings

Global Marketing¹, Warren J. Keegan and Mark C. Green, 9th Edition, Global Edition, Pearson, 2017

Blue Ocean Strategy², W. Chan Kim and Renée Mauborgne, Harvard Business School Publishing Corporation, 2015

Global Marketing³, Svend Hollensen, 7th Edition, Pearson 2017

Interpretation and Overinterpretation, "World, History, Texts", Umberto Eco, *The Tanner lectures on human values*; delivered at Clare Hall, Cambridge University March 7 and 8, 1990

^{1,2,3} *Teaching material permission granted for CIEE Toulouse, France,*

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Online sources



<https://www.blueoceanstrategy.com/>

http://www.tse-fr.eu/sites/default/files/TSE/images/tse_mag_13-eng.pdf

http://tannerlectures.utah.edu/documents/a-to-z/e/Eco_91.pdf