

OIBUSX03 – International Marketing

Professor: Sélim ALLILI
Contact information:
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Department: International affairs
Semester: 1

Course level: L3 undergraduate
Domain: Business
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

Globalization has developed from a trend into a fact. SMEs, which traditionally have been the backbone of the German economy, need to actively address the issue of business that crosses borders. To perform in an increasingly competitive international environment, companies need to understand the challenges and opportunities of globalization and act appropriately. Consequently, this module provides to managers a profound skill- and knowledge base needed for international marketing success.

The key topics to be covered are as follows:

- Facts and figures on globalized markets.
- Cultural diversity and its impact on buying and marketing
- Coordination of marketing activities across country markets
- Product standardization vs. price discrimination
- Best practice insights from a global marketing champion

Prerequisites

None

Learning outcomes

Based on this course, participants will:

- Get an overview of extent of and implications from globalized markets
- Appreciate opportunities and understanding pitfalls of international marketing.
- Be able to frame and structure the challenges of and approaches to international marketing.
- Be able to define marketing strategies for a global arena
- Know how to use tools to prepare and implement marketing action across country markets

Assignments and grading

Grading Criteria

- Case studies and participation 30%
- Final Exam 70%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	The framework for international marketing decisions Culture and consumer behavior 1/4
2	The framework for international marketing decisions Culture and consumer behavior 2/4
3	The framework for international marketing decisions Culture and consumer behavior 3/4
4	The framework for international marketing decisions Culture and consumer behavior 4/4
5	International market segmentation and selection International marketing mix decisions (1/3)
6	International market segmentation and selection International marketing mix decisions (2/3)
7	International market segmentation and selection International marketing mix decisions (3/3)
8	Case study 1
9	Understanding competitive intelligence under the framework of international marketing
10	Impact of digital revolution in international marketing (1/2)
11	Impact of digital revolution in international marketing (2/2)
12	Final Exam

Bibliography

International Marketing de Pervez Ghauri (Auteur), Philip R. Cateora (Auteur)

MyCourse

This course is on MyCourse: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

Dates (Monday/Sunday)		
02/09/19	09/08/19	Welcome Week + French seminar
09/09/19	15/09/19	1
16/09/19	22/09/19	2
23/09/19	29/09/19	3
30/09/19	06/10/19	4
07/10/19	13/10/19	5
14/10/19	20/10/19	6
21/10/19	27/10/19	7
28/10/19	03/11/19	Holidays
04/11/19	10/11/19	8
11/11/19	17/11/19	9
18/11/19	24/11/19	10
25/11/19	01/12/19	11
02/12/19	08/12/19	Review w.
09/12/19	15/12/19	Exams
16/12/19	22/12/19	
23/12/19	29/12/19	Holidays
30/12/19	05/01/20	
06/01/20	12/01/20	