

 <p><b>GRENOBLE ECOLE DE MANAGEMENT</b> <small>BUSINESS LAB FOR SOCIETY</small> <small>UNIVERSITÉ DE GRENOBLE</small></p>	<p>International Programs</p> <p><b>International Perspectives in Marketing</b></p>	<p><b>Syllabus</b></p>
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<b>Program/ Intake</b>	Summer Session	<b>Academic Year</b>	2022-2023
<b>Module Supervisor</b>	Banerjee Sumitro	<b>Department</b>	MKT

<b>Contact Hours</b>	30.0 hours	<b>Total Study Hours</b>	42.0 hours	<b>Coefficient</b>	1.0	<b>ECTS Credits</b>	5.0	<b>US Credits</b>	2.50
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<b>Module Description</b>	<p>The objective of the course is to examine the basics of marketing products and services across national boundaries. The key elements of the course will cover includes:</p> <ol style="list-style-type: none"> <li>Firm decision to enter international markets</li> <li>Selection of international markets to enter</li> <li>Market entry strategies for international markets</li> <li>Evolution of marketing mix strategies in international markets</li> </ol> <p>The course will give you a head start in achieving an international career in business giving you a “flight-simulator” experience using a business simulation – Country Manager.</p> <p>Why care about international markets? While many firms have experience and significant success in their “home” markets, due to greater than ever mobility and access to other countries, firms have greater opportunity to extend their markets internationally now than any time in history. However, utilizing those opportunities not only require detailed understanding of these markets but also the ability to implement a marketing strategy suitable for those markets. Conversely, firms that rely solely on their home markets, also expose themselves to foreign competition entering their own backyard. In today’s hyper-globalized world there are also so many synergies to be drawn from marketing products and services across countries that ultimately foster organizational learning and innovation which eventually lead to a sustainable competitive advantage.</p>
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<b>Module Learning Outcomes</b>	<p>Develop an understanding of</p> <ol style="list-style-type: none"> <li>What are the major differences between marketing as usual and international marketing?</li> <li>How do marketers learn to succeed in international markets?</li> <li>What are the major skills and techniques needed to succeed in international markets?</li> </ol>
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<b>Teaching Method</b>	Lecture, case studies, problem-based learning, and/or simulation, group-work and presentation
<b>Evaluation</b>	• Continuous Assessment : 100 %
<b>Textbook</b>	International Marketing Strategy, 6th edition (ISBN 978-1-4080-4407-0) by Isobel Doole and Robin Lowe, 2012, Cengage Learning.
<b>Bibliography</b>	

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