Syllabus – Elective Course

Course title:

International Marketing

Credits:

6 ECTS credits

Teaching language:

English

Target students:

Students in Business, Social Sciences, Humanities, and Communication.

Teacher in charge of the course:

Adrien Bouchet, Senior Associate Dean, Warren Clinic Endowed Professor, The University of Tulsa

COURSE PRESENTATION

Prerequisite:

Students that take this course should normally have completed at least one semester at university. They must have some ability to work as a group and be able to communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

CONTENT:

This course will provide students with an overview of relevant topics including:

Topics to be covered will include:

- How companies build international marketing strategies
- How companies use international marketing strategies to sell more product
- Discuss the difficulties in implementing international marketing initiatives
- Assess global marketing opportunities in emerging and mature markets
- Discuss the cultural, economic, political and legal environments as they relate to international marketing
- What is international marketing?
- Challenges of international marketing
- The students will work on a group project involving a real world international marketing issue.
Learning Outcomes:

At the end of the course, the students should be able to:
- Understand the role international marketing plays in how companies grow their business
- Explain how to make decisions regarding international marketing strategies
- Describe how companies plan and implement international marketing strategies
- Work as a team on an international marketing project
- Read and discuss an international marketing case study
- Understand the theoretical concepts of international marketing
- Understand the culture, economic, political and legal environments play in international marketing

WORKLOAD

French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)

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<thead>
<tr>
<th>Form:</th>
<th>Number of hours</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>Face-to-face, in-class, on-site learning</td>
<td>39 hours</td>
<td>13 sessions of 3 hours</td>
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<tr>
<td>Out-site training, fieldtrip</td>
<td>2 hours</td>
<td>Visit to the marketing department of an international organization</td>
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<tr>
<td>Approximate personal work / homework</td>
<td>15 hours</td>
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<tr>
<td>Student total workload</td>
<td>56 hours</td>
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EDUCATIONAL METHODS

Lecture, discussion, case studies, presentations, sharing of experiences, group work, guided visits, on-site education

RESOURCES

All course materials will be supplied in class.

ASSESSMENT

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<thead>
<tr>
<th>Form</th>
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<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Continuous assessment (30%)</td>
<td>2</td>
<td>Quizzes, Presentations, Exercises</td>
</tr>
<tr>
<td>Final exam (50%)</td>
<td>1</td>
<td>Examination covering all aspects of course</td>
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<td>-----------------</td>
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<td>--------------------------------------------</td>
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<tr>
<td>Others (student participation...) (20%)</td>
<td></td>
<td>Attendance, student participation, and contribution to group discussion</td>
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This syllabus is based on information available at the time of publication (December 2021). Changes may occur.
For updated information about course content, please contact us: lilleprograms@univ-catholille.fr