

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)

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

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

Form	Number	Comments
Continuous assessment (30%)	2	Quizzes, Presentations, Exercises

Final exam (50%)	1	Examination covering all aspects of course
Others (student participation...) (20%)		Attendance, student participation, and contribution to group discussion

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