



澳門大學

UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

Course Description Form

University / Country	NEOMA Business School			
Course Title	International Marketing			
Course Code	MKG32020E-3	Credit/ ECTS	4 ECTS	
Times of Classes	36 hours / semester			
Objective of Course	<p>This course offers participants an analytic decision-oriented framework for the development and implementation of international marketing programs and describes concepts relevant to all international marketers, regardless of the extent of their international involvement.</p> <p>Emphasis is on the strategic implications of the competition in the markets of different countries.</p> <p>An environmental/cultural approach to international marketing permits a truly global orientation.</p> <p>The main objective is to stimulate curiosity of the student in order to understand how to achieve global competitiveness through the design and implementation of market responsive programs, being aware of all aspects of the emerging global economic order.</p> <p>By the end of the course the student will be able to :</p> <p>understand how companies make management decisions connected with the international marketing process:</p> <ol style="list-style-type: none"> 1. decision to internationalize, 2. selection of markets to enter, 3. choice of entry modes, 4. design, implementation and coordination of a global marketing program. 			
Assessment Tools	<input checked="" type="checkbox"/> Assignments	85%	<input checked="" type="checkbox"/> Group Projects	15%
	<input type="checkbox"/> Mid-term Exams	%	<input type="checkbox"/> Final Exam	%
	<input type="checkbox"/> Attendance	%	<input type="checkbox"/> Others	%



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Course Structure	<p>Session 1 : Introduction, course objectives Perceptions of marketing “it’s your world”</p> <p>Session 2 : Definitions Group work – towards a philosophy of marketing</p> <p>Session 3 : From needs to product success</p> <p>Session 4 : Value delivery networks</p> <p>Session 5 : International marketing research objectives</p> <p>Session 6 : Segmentation, targeting and positioning</p> <p>Session 7 : Internationalizing the strategic & marketing planning process</p> <p>Session 8 : Internationalizing the strategic & marketing planning process</p> <p>Session 9 : Forecasting, control and monitoring & Building marketing information systems</p> <p>Session 10 : Competition, the most necessary of all evils</p> <p>Session 11 : Internationalizing the marketing mix</p> <p>Session 12 : Psychology of buyer behavior and stimulus responses modeling</p>
UM Equivalency	MKTG410 International Marketing
Website	http://www.rouenbs.fr/eng/student_exchange_programs.htm