

INTRODUCTION TO MARKETING

LEVEL: MASTER 1

PERIOD: SEMESTER 1

LANGUAGE: EN

ECTS: 3

TEACHER/COORDINATOR: JULIE CHRISTIAEN



1-Main objectives

To introduce students to strategic issues concerning international marketing, main steps of the identification of a market, and marketing mix adaptation to an international and multicultural environment.

2-Skills developed

Based on the international environment context:

- › To analyze a foreign market and identify opportunities and threats
- › To recommend relevant marketing strategy for a company
- › To understand, create/adapt a marketing policy to international markets
- › To prepare a marketing plan and financial recommendations to be submitted to the management of a company or external financial investors
- › To communicate and make a professional business presentation in a multicultural environment

3-General content

- › DISCOVER and LEARN | Theoretical approach to international marketing issues: strategic marketing, research marketing and operational marketing, financial decisions
- › PRACTISE | Through a case study: multicultural marketing teams work on a product to be launched in a new country; based on a market study, give recommendations regarding marketing strategy, marketing policies and financial decisions.

4- Evaluation

Oral presentation on case study (80%)

Written recommendation to convince external financial investors (20%)

5- Program

Session	Duration	Topic / Method
Session 1 & 2	8h	Lecture – International marketing strategy
Session 3	4h	Lecture – Market study in an international context
Session 4	4h	Lecture – Marketing policies
Session 5	4h	Lecture – Financial issues

Session 6 – 7 – 8	12h	Case study – launch and coaching /Market study, marketing strategy and marketing policies
Session 9	4h	Case study – coaching / financial recommendations
Evaluation session	4h	ORAL PRESENTATION