

# Analyse de marché à l'international (MARC901\_MCIAY)



## En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

- To review the fundamentals of marketing strategy.
- To discover the different models of market penetration abroad.
- To understand the stages of a market implementation

### Heures d'enseignement

|    |                 |       |
|----|-----------------|-------|
| CM | Cours Magistral | 4,5h  |
| TD | Travaux Dirigés | 10,5h |

### Pré-requis obligatoires

A good knowledge of analysis strategic tools and fundamental concepts of marketing.

## Plan du cours

- 1- Some reminders of essential concepts : business model, positioning, value proposition, marketing mix...
  - 2- The different models combining global integration & local responsiveness : global, transnational, international, multidomestic strategies.
  - 3- The key steps to implement an international strategy
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- 4- Two focuses : international brand strategy, the way of measuring client satisfaction depending on the countries.

## Compétences visées

To be able to understand the major issues of market penetration and implementation abroad.

## Bibliographie

International Marketing Strategy: Analysis, Development and Implementation (R. Lowe, I. Doole, A. Kenyon)

## Compétences acquises

**Macro-compétence**

**Micro-compétences**

## Infos pratiques

### Lieux

➤ Annecy-le-Vieux (74)

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## Campus

➤ [Annecy / campus d'Annecy-le-Vieux](#)