

# 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.

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## 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

- 4- Two focuses : international brand strategy, the way of measuring client satisfaction depending on the countries.

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## Compétences visées

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

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## Bibliographie

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

**Libellé court** : MARC901\_MCIAY

**Nature** : EC

## Infos pratiques

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### Lieux

› Annecy-le-Vieux (74)

## Campus

> Anney / campus d'Anney-le-Vieux