

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

- 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)

Libellé court : MARC901_MCIAY

Nature : EC

Infos pratiques

Lieux

➤ Annecy-le-Vieux (74)

Campus

➤ Annecy / campus d'Annecy-le-Vieux