

Recherche en stratégie et marketing international



Composante
UFR Lettres,
Langues et
Sciences
Humaines

En bref

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

Présentation

Description

The course illustrates the process of marketing research that support company and brand internationalization.

Objectifs

At the end of the course students:

- will be familiar with the key pillars of international marketing and branding
- are able to understand the factors that explain international and global marketing decisions
- will be able to develop an explorative international marketing research.

Heures d'enseignement

| | | |
|----|-----------------|----|
| TD | Travaux Dirigés | 9h |
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Pré-requis obligatoires

There are no pre-requisites to attend the course.

Bibliographie

Ghemawat P. (2001), "Distance still matters", Harvard Business Review, September, pp.137-147.

Levitt T. (1983), "The globalization of markets", Harvard Business Review, May-June, pp.92-102.

Young R.B., Javalgi R.G. (2007), "International marketing research: A global perspective", Business Horizons, Vol.50, pp.113-122.

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Campus

› Chambéry / campus de Jacob-Bellecombette