

- Faculté des sciences économiques
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Marketing and Globalization (5EN2026)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante

Prof. Dr. Olivier Furrer (olivier.furrer@unine.ch);
Mr. Mansour Omeira (mansour.omeira@unine.ch)

Objectifs

This course deals with the most important issues in the field of Marketing & Globalization. This course is not focused on Marketing but has a clear focus on the specificities of marketing in a global environment. The course consists of a mixture of content lectures case analyses dealing with the marketing of multinational companies (MNCs).

At the end of the course students should be able:

- to understand the main challenges and issues related to marketing in a global environment;
- to analyze the marketing strategy of MNCs based on the study of their external environment and internal resources;
- to develop solutions to solve problems related to the marketing strategies of firms in a global environment;
- to understand and discuss theories relating the marketing of MNCs and their global performance.

Contenu

1. Introduction to Marketing and Globalization;
2. The International Marketing Environment;
3. The Impact of Culture on International Marketing;
4. Assessing International Marketing Opportunities and Selecting Countries;
5. International Marketing Research;
6. Developing International Marketing Strategies;
7. Developing Products for International Markets;
8. International Advertising and Promotional Efforts;
9. Pricing for International Markets;
10. International Distribution Systems;
11. Organizing International Marketing Activities;
12. Corporate Social Responsibility in an International Context.

Forme de l'évaluation

Group case analysis (oral presentation and written report): 40%
Individual final written examination (2 hours): 60%

Documentation

Suggested Textbooks:

Durand, Aurelia (2019). Marketing and Globalization. Routledge, New York and London;
Hollensen, Svend (2017). Global Marketing. 7th edition. Pearson Education, Harlow, UK;
Keegan, Warren J., & Green, M. C. (2017). Global Marketing. 9th edition. Pearson, Upper Saddle River, NJ;
Cateora, Philip R., Graham, John, Gilly Mary C., & Money, R. Bruce (2016). International Marketing. 17th edition. McGraw-Hill Education, New York.

Additional references will be given in class.

Pré-requis

The course builds on the knowledge acquired by students during their previous years in a bachelor program in economics, management, marketing or business administration. It is assumed that students have a basic knowledge of the different functions of an organization, and that

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they know the basics of marketing and marketing analysis.

Forme de l'enseignement

We make use of a range of learning methods, such as lectures, case analyses, presentations, discussions, group work, and readings.