

- Faculté des sciences économiques
- www.unine.ch/seco

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
Master in General Management	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

Mr. Mansour Omeira (mansour.omeira@unine.ch)

Contenu

1. Introduction to marketing and globalization;
2. International marketing research;
3. Political and economic environment;
4. Sociocultural environment;
5. International market selection;
6. Market entry strategies;
7. Product decisions;
8. Pricing decisions;
9. Distribution decisions;
10. Communication decisions;
11. Managing the international marketing program;
12. Marketing and sustainable development.

Forme de l'évaluation

Class participation: 10%; Group session: 20%; Group project: 30%; 2h written exam during exam session: 40%.

Retake: 2h written exam during retake session: 100%.

Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized items will be removed. The exam could be deemed as failed.

Documentation

Suggested Textbooks:

Cateora, Money, Gilly, & Graham (2020). International Marketing. 20th edition. McGraw-Hill;
 Durand (2019). Marketing and Globalization. Routledge;
 Earley (2019). A Very Short, Fairly Interesting, Reasonably Cheap Book About... International Marketing. SAGE;
 Hollensen (2017). Global Marketing. 7th edition. Pearson;
 Keegan, & Green (2020). Global Marketing. 10th edition. Pearson.

Additional readings 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 they know the basics of marketing and marketing analysis.

Forme de l'enseignement

We make use of a range of methods, including lectures, presentations, discussions, group work, and reading assignments.

Objectifs d'apprentissage

- Faculté des sciences économiques
- www.unine.ch/seco

Marketing and Globalization (5EN2026)

Au terme de la formation l'étudiant-e doit être capable de :

- Discuss key issues and challenges related to marketing in a global context
- Demonstrate the ability to develop an international marketing plan
- Analyse emerging issues related to marketing and globalization, including complex ethical and policy dilemmas
- Evaluate a variety of perspectives from marketing practice, academia, and public policy

Compétences transférables

- Carry out a critical analysis
- Act on the basis of an ethical reasoning
- Apply knowledge to new situations
- Design projects
- Provide a substantiated recommendation
- Carry out critical and evidence-based analyses
- Discuss complex issues and interactions
- Develop hands-on, pro forma modelling skills using Excel
- Entrepreneurial thinking
- Discuss complex issues
- Communicate results in writing
- Communicate results orally