

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Marketing and Globalization (5EN2026)

| Filières concernées                                       | Nombre d'heures    | Validation      | Crédits ECTS |
|---|--------------------|-----------------|--------------|
| <b>Master en développement international des affaires</b> | <b>Cours: 4 ph</b> | Voir ci-dessous | 6            |
| <b>Master in General Management</b>                       | <b>Cours: 4 ph</b> | Voir ci-dessous | 6            |
| <b>Master of Science en innovation</b>                    | <b>Cours: 4 ph</b> | 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

Bruno Kocher  
Professor of Marketing  
A.-L. Breguet 2, 2000 Neuchâtel

e-mail: [bruno.kocher@unine.ch](mailto:bruno.kocher@unine.ch)  
Office R.165: available by appointment

Teaching Assistant: Karthigejan Kangatharan  
Office no. R 169  
Rue A.-L. Breguet 2, CH-2000 Neuchâtel  
e-mail : [karthigejan.kangatharan@unine.ch](mailto:karthigejan.kangatharan@unine.ch)

### Contenu

This course analyzes the impact of globalization on marketing practices. Building on the basics you have already covered (segmentation, targeting, positioning, the 4Ps, marketing research, consumer behavior, integrated marketing communications), we study and analyze how a company must understand, anticipate and react to the challenges of globalization.

### Forme de l'évaluation

All the material covered in class (e.g., slides, additional readings, case studies, exercises, projects, presentations) and all the material on Moodle are an integral part of the material for the exam.

The exam, which takes place during the exam session, is worth 50% of the final grade.  
The course activities (presentations, projects) are worth 50%.

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the exam will be deemed as failed.

### Modalités de rattrapage

All the material covered in class (e.g., slides, additional readings, case studies, exercises, projects, presentations) and all the material on Moodle are an integral part of the material for the retake exam.

Retake (written 2h) will be done during the exam retake session. In the case of a first attempt (i.e., justified absence from the exam at the first session), the course activities will be counted in the calculation of the final grade. In case of a second attempt, the grade will be 100% on the written retake exam.

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the exam will be deemed as failed.

### Documentation

Suggested Textbook:

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## **Marketing and Globalization (5EN2026)**

Keegan, & Green (2020). Global Marketing. 10th edition. Pearson.

Additional readings will be given in class.

### **Pré-requis**

The course builds on the knowledge already acquired by students. 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 will use of a range of methods, including lectures, presentations, discussions, case studies, exercises, group work, reading assignments and a project.

### **Objectifs d'apprentissage**

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

- 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
- Demonstrate the ability to develop a global marketing plan
- Discuss key issues and challenges related to marketing in a global context

### **Compétences transférables**

- Carry out a critical analysis
- Act on the basis of an ethical reasoning
- Apply knowledge to new situations
- Communicate results orally
- Provide a substantiated recommendation
- Discuss complex issues and interactions
- Design projects