

International Marketing - Case Studies



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

> **Degree course:** Management international des ressources humaines

> **Teaching unit:** UE1-1 Management & Marketing international

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 3

> **Teacher(s):** Julie Leroy

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course 12 hours

Tutorial course 8 hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

1. Positioning of the content creator: from the beginning to today
2. Theme of each video (the last 9 videos)
3. Business model
4. Reaction of the community
5. Consequences for brand management

Teaching methods :

Case studies based on realtime data produced by content creators on YT

OBJECTIVES

Discover Social Media Listening

Lead a qualitative study on social media

Be able to advise brands that want to work with content creators

PREREQUISITES

International Strategic Management

SELECTIVE BIBLIOGRAPHY

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns, *Journal of Marketing*, 83(5), 78-96 // Leite, F. P., and P. D. P. Baptista (2022), The Effects of Social Media Influencers- Self-Disclosure on Behavioral Intentions: The Role of Source Credibility, Parasocial Relationships, and Brand Trust, *Journal of Marketing Theory and Practice*, 30, 3, 295-311 // Chen Lou & Shupeí Yuan (2019) Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media, *Journal of Interactive Advertising*, 19:1, 58-73

ADDITIONAL INFORMATION
