

## International Product Management



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 2-4 International audit and control

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 3

> **Teacher(s):** Julie LEROY and Luiz Felipe Zoghbi

#### > Assessment:

Continuous assessment

Final exam

#### > Teaching methods:

Lecture course                      hours

Tutorial course                      20 hours

Practical work                      hours

Case study

Project

## COURSE DESCRIPTION

Introduction: The five-stage decision model in global marketing / Focus on developing the international marketing mix (the 4Ps or 7Ps) / Implementing the international marketing mix (the 4Ps or 7Ps) / Degrees of standardization of the global marketing mix / Geographic expansion: Strategic alternatives.

Part 1. Targeting global consumers: What's CB? / CB is always evolving / Customer value and the value equation / Consumer Value Framework (CVF): CB Theory / Consumer culture / Microcultures / Decision making.

Part 2. Creating global marketing programs: Focus on product decisions: Defining products - Definition of products, characteristics of services, 3 types of marketing in service industries, Products and services classification / Product and service decisions - Global product positioning, Product design decisions, Attitudes toward Country-of-origin, Brand identity, Brand's visual and sound identity, Brand equity, Brand name selection, Branding decisions, New product development strategies and process, Product life cycle (PLC), the diffusion theory.

Teaching methods: Lecture and Teamwork

Assessment: Continuous assessment: Team assessment (report) and Individual assessment (2-hour final exam in class)

## OBJECTIVES

Students will:

Develop international product (service) strategies.

Understand the role of society and culture in the consumption process.

Discuss the influences that lead a firm to standardize or adapt its products.

Distinguish between the product life cycle and the international product life cycle.

Discuss the challenge of developing new products for foreign markets.

Distinguish products from brands and explain the different branding alternatives.

## PREREQUISITES

International Management

Introduction to Marketing (Strategy Marketing, Marketing Mix)

Consumer Behavior

## SELECTIVE BIBLIOGRAPHY

Armstrong, G. & Kotler, P., Armstrong, G. (2017) Principles of Marketing, Global ed, Pearson.

Croué, C. (2015) Marketing international : Un consommateur local dans un monde global, 7ème ed., De Boeck.

Prime, N. & Usunier, J.-C. (2018) Marketing international : Marchés, cultures et organisations, 2ème ed, Pearson.