

# Advanced Study of Micro Marketing (Fall)

Instructor: Prof. Philippe Orsini

*Elective / Specialized Subjects / 2 credits*

---

This Global Marketing course is intended to be a discussion with and by the students on marketing issues faced by global companies. The sessions of the course cover topics that can be reviewed in advance by the students in the reference books: they start by defining what are marketing, (national) culture, and internationalization, before moving to the concrete steps of the internationalization process, with its consequences on marketing.

Each class starts with a refresher, by the professor or a group of students, on issues linked to the topic of the session. This is an opportunity for the students, who are expected to have completed the required readings (and beyond) before the session, to make inquiries about points that may not be clear for them. This refresher and the deriving questions will be the starting point(s) of class discussions.

## **Course Plan:**

- No.1 What is Marketing?
- No.2 Values and Culture
- No.3 Environment: Society & Culture
- No.4 Global Strategies
- No.5 Deciding Where to Go
- No.6 Marketing Research
- No.7 Segmentation, Targeting, and Positioning
- No.8 Entry Strategies
- No.9 Product
- No.10 Pricing
- No.11 Distribution
- No.12 Communication
- No.13 Cross-cultural Sales Negotiations
- No.14 Strategic Elements of Competitive Advantage
- Other Review

## **Method of Evaluation:**

Simple tests during and/or at the end of the semester may be used to assess basic knowledge acquisition. However, the main evaluation criteria will be the degree of active participation in class discussions.

## **Reference Books:**

- Hollensen 2016 Global Marketing (7th) Pearson
- Kotabe & Helsen 2016 Global Marketing Management (7th) Wiley
- Keegan & Green 2016 Global Marketing (9th) Pearson

## **Lecturer's Comments to Students:**

Please, only take this course if you are genuinely interested in the topic and willing to actively participate in the class discussions. Do not think that you will be able to get your credits just by taking notes while listening at a lecture.