



AGS FALL 2012

Professor Rany Patout

International Marketing and Economic Development

Objective: *this course will give the participants an understanding of the necessity of linking new strategies of International Marketing to the evolution of the world economy. Major aspects of the global business environment (political, economic, legal, social and cultural) along with the development of multilateral organizations, such as the IMF or the WTO will be analyzed.*

European markets and marketing practices in Europe will be introduced with an overview of the Economy of the European Union to create awareness as to the particularities of marketing approaches and practices in Europe with a special highlight of the French approach.

Globalization has brought new competitors to the international business environment thus forcing these future international players in marketing to create new tools in order to enter these emerging markets.

Introduction:

1. What is International Marketing?
2. How to link it to the world economy?

1st Class: Introduction to Global Marketing

Opening case: "The global Marketplace is also local"

1. The importance of global Marketing
2. Forces affecting Global Integration and Global Marketing

2nd Class: The Global Economic Environment

Discussion questions on opening case

1. Economic systems
2. Stages of Market Development
3. The International Monetary System

3rd Class: Regional Market Characteristics and Preferential Trade Agreements

The US and South Korea sign a Free Trade Agreement

1. The W.T.O. and the GATT
2. Preferential Trade Agreements

4th Class: Impact of Social and Cultural Dynamics in International Marketing

1. Culture and global consumer culture
2. Standardized or customized products?

5th Class: Political, Legal and Regulatory Environments in Europe

1. The integration process of the European Union
2. The role of the Economic Monetary Union
3. European economic crisis: causes, consequences and responses

6th Class: Competitive status of the European Union

1. The EU economy in a comparative perspective: the EU and its main competitors, USA and China
2. Strategic analysis for the EU: identifying the competitive advantage of the EU economy (its weaknesses, opportunities, challenges and threats).

7th Class: **The European Marketing Spirit**

1. Main Marketing concepts, and focus on the positioning, central in Marketing
2. The Marketing plan
3. The principal consumer behavior models

8th Class: **The European Consumer**

1. Main characteristics of the European consumer, compared to the USA one and to China
2. In term of demographics, socio economics and cultural items

9th Class: **The Advertising World**

1. The theoretical framework
2. The communication strategy
3. How to work with an advertising agency

10th Class: **The Legal framework in the Advertising World**

1. French advertising law and evolution within the European integration
2. The way of doing advertising in Europe and in France (video)

11th Class: **Two world success of French companies**

1. L'Oreal: The main characteristics of this market and the main key factors
2. Louis Vuitton: Reasons of success of the brand in the US and in Asia

12th Class: **How to Market in Emerging Economies**

1. Characteristics of Emerging Markets
2. Challenges for International Marketers

ASSESSMENT METHOD:

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| 1. Class participation | 25% |
| 2. Cases studies | 25% |
| 3. Marketing project | 25% |
| 4. Exam | 25% |

Bibliography: Recommended Books

1. Global Marketing, Sixth Edition, Warren J. Keegan and Mark C. Green
2. Understanding marketing: a European casebook, by Celia Phillips, Ad Pruyn, Marie-Paule Kestemont
3. Marketing Research: Approaches, Methods and Applications in Europe, Raymond Kent