

2006 / 2007: Bachelor of International Trade

Identification Course : **English-speaking markets (Elective)**
Course Coordinator : Phil Eyre
Professors : Eyre + Mathews
Dates :

Objectives To identify the potential of a product/service for an English-speaking, anglo-saxon culture market.

Prerequisites Awareness of the English-speaking zones : physical extent, cultural similarities between the countries concerned

Syllabus

- 14 hours : Phil Eyre :
 - Introduction to the anglo-saxon environment, with example of UK.
 - Some comparisons with France
 - Case : The Low-Cost air companies + Easyjet case Europe 1995 to 2005
 - The Irish take-off.
 - Ebay and the growth of internet distribution in UK. Other sites (Amazon + lastminute.com)
- 7 hours : Martin Mathews
 - Marketing to Americans ; the American consumer
 - Some key cultural issues. Market entry, branding, services + Accor case
 - Practical side : organisation and distribution internationally. Barriers to entry
 - Preparation and choice of product or service for final day presentations
- Final Session : MEETINGS (Mathews/Eyre)
 - Small group presentation + discussion – 3 to 4 people – to convince the jury of project viability
 - The priority is to persuade the jury of the credibility of the group proposals

Methods of Work Read the Accor case for Day 3 depending on your group).

Validation Continuous assessment : 100% - Group presentations Day 4

Bibliography

- Handouts on topics covered
- International Business Week
- See website guide