

<p>Identification</p> <p>Course 2</p>	<p>Course: International Marketing</p> <p>Course Coordinator : Phil EYRE</p> <p>Professor : Clarinda MATHEWS</p> <p>Semester 1</p> <p>21 hours</p>
<p>Objectives</p>	<p>The students will be able to :</p> <ul style="list-style-type: none"> - understand major concepts in International Marketing - conduct surveys - give recommendations to senior management concerning both strategic and operational international I marketing issues
<p>Syllabus :</p>	<ul style="list-style-type: none"> • Session 1 : introduction + market selection • Session 2 : information + entry modes • Session 3 : brand management, product, promotion + manufacturer / retailer relationship • Session 4 : oral presentations
<p>Preparatory Work</p>	<ul style="list-style-type: none"> - Read the chapters related to each class - for day 2 : prepare the Ikea case study - for day 3 : prepare the Avon case study - for day 4 : Adidas case study : analyse the company's international marketing policy and give your recommendations
<p>Validation</p>	<p>Students will be given marks for :</p> <ul style="list-style-type: none"> - written essays about the Ikea and Avon case studies - oral presentation of different parts of the Adidas case study
<p>Bibliography</p>	<p>Albaum, Strandskov, Duerr (2005, 5th Edition) : « International Marketing and Export Management », Prentice Hall, London</p>