

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART-TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2015-2016

## 2. Information on the discipline

2.1. Name	<b>Marketing Management - International Perspectives</b>								
2.2. Code									
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)								
	S(S)								

## 3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	30,00		
Additional documentation in the library, on specialized online platforms and in the field	30,00		
Preparation of seminars, labs, assignments, portfolios and essays	10,00		
Tutorials	7,00		
Examinations	6,00		
Other activities	0,00		

## 4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

## 5. Conditions

for the C(C)	Classrooms disposing of multimedia equipment and internet access
for the S(S)	Classrooms disposing of multimedia equipment and internet access

## 6. Acquired specific competences

PROFESSIONAL	C1	The analysis and evaluation of the business status, the estimation of perspectives, the identification of strengths and weaknesses, of business potential and of possible ways of action
PROFESSIONAL	C2	The analysis and evaluation of the business environment, the estimation of tendencies, identification of threats and business opportunities, forecasting the business environment evolution on short and long term
TRANSVERSE	C7	Internationalization, regionalization, globalization of the business

## 7. Objectives of the discipline

7.1. General objective	This course is designed to introduce students to advanced marketing concepts and practices in a global business environment.
7.2. Specific objectives	At the end of this course, students will have the knowledge and the skills necessary to <ul style="list-style-type: none"> <li>• evaluate risks and opportunities from the international marketing environment</li> <li>• take decisions regarding the international marketing strategy, planning and implementing it</li> <li>• to value intrapreneurial skills within a corporation in a competitive international environment</li> <li>• assume leadership for developing the international marketing activities of the organization</li> </ul>

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Global Marketing Environment & Key Concepts; Managing Cultural Differences: Environmental forces and cross-cultural considerations in marketing	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
2	Global Markets and Strategic Planning: Global market opportunity assessment, market analysis, target markets, market entry strategies, sourcing	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
3	New Products for Global Markets: Global product and service strategies, value creation, innovation networks	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
4	Global Product and Brand Marketing: Customer-centric strategies, positioning, globalization/localization, pricing	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
5	International Marketing Communications: promotion mix, globalization/localization	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes

6	Web 2.0 Marketing Strategies: Internet and mobility, social media, blogs	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
7	Global Distribution and Logistics: Managing global distribution and logistics, value chain	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
8	Leading and Organizing Marketing Worldwide: Managing global projects and teams across cultures	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes
9	Marketing Innovation Across Cultures: Emerging practices, strategies, and tactics	Lecture Conversation Problematization Demonstration	Students are advised to read first the lecture notes, in order to be able to interact during classes

***Bibliography***

- "Global Marketing", Seventh Edition (2012), Keegan, Warren J. and Green, Mark;
- „Marketing across cultures”, Jean-Claude Usunier & Julie Anne Lee, Prentice Hall, Harlow, 2009
- “Global marketing and advertising: understanding cultural paradoxes”, Marieke de Mooij, Sage Publications, Los Angeles, 2010
- „Integrated advertising, promotion, and marketing communications”, Kenneth E. Clo & Donald Baack, Pearson, Upper Sadle River, 2010
- „International marketing”, Philip R. Cateora & John L. Graham, McGraw-Hill, New York, 2008

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Global Marketing Environment & Key Concepts; Managing Cultural Differences: Environmental forces and cross-cultural considerations in marketing	Case study Conversation Problematization	Students will receive the printed case studies
2	Global Markets and Strategic Planning: Global market opportunity assessment, market analysis, target markets, market entry strategies, sourcing	Case study Conversation Problematization	Students will receive the printed case studies
3	New Products for Global Markets: Global product and service strategies, value creation, innovation networks	Case study Conversation Problematization	Students will receive the printed case studies
4	Global Product and Brand Marketing: Customer-centric strategies, positioning, globalization/localization, pricing	Case study Conversation Problematization	Students will receive the printed case studies
5	International Marketing Communications: promotion mix, globalization/localization	Case study Conversation Problematization	Students will receive the printed case studies
6	Web 2.0 Marketing Strategies: Internet and mobility, social media, blogs	Case study Conversation Problematization	Students will receive the printed case studies

7	Global Distribution and Logistics: Managing global distribution and logistics, value chain	Case study Conversation Problematization	Students will receive the printed case studies
8	Leading and Organizing Marketing Worldwide: Managing global projects and teams across cultures	Case study Conversation Problematization	Students will receive the printed case studies
9	Marketing Innovation Across Cultures: Emerging practices, strategies, and tactics	Case study Conversation Problematization	Students will receive the printed case studies

### ***Bibliography***

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- „International marketing”, Philip R. Cateora & John L. Graham, McGraw-Hill, New York, 2008

### **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content is identical with the curricula of the MBA program delivered by the partner university (CNAM) and consistent with the curricula of major MBA programs from all over the world.

In order to better adapt the content to labour market requirements, were deployed meetings with business representatives, business analysts and practitioners from the field, former students from both Romania and France.

### **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.2. S(S)	Case studies	Oral	0,10
10.3. S(S)	Mid-term - team project	Written and oral presentation	0,40
10.5. Final assessment	final exam - solutions for a real international marketing situation	Written and oral presentation	0,50
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	5		



