

SYLLABUS

Field: Economics, Management and Business Sciences

Branch : Business sciences

Specialty : International trade

Semester: Third

SchoolYear: 2025/2026



Identification of the teachingsubject

Title: International Marketing 1

Teachingunit : Fundamental

Number of Credits: 04 **Coefficient:** 02

Total weeklyhourlyvolume : 06 h 00

- Classes (number of hours per week): 01h 30
- Supervisedwork (number of hours per week): 01h30
- Tutorials (number of hours per week): /

Head of teachingsubject

Last Name, First Name : ALLIOUCHE Rachid

Location of the office (Block, Office)

Email : ralliouche@yahoo.fr

Tel : /

Course time and location:: 8:30 am - 2:30 pm - EHEC -koléa

Description of the teachingsubject

Prerequisites: Basic marketing knowledge

General objective of the teachingsubject: To familiarizestudentstwith the approach and methods and techniques of international marketing.

Learning objectives: Managing marketing activityinternationally

Course content

sessions	Chapters	Content
1 st and 2 nd	Chapter 1: Introduction to international marketing	- From local to international marketing - The specificities of international marketing - The objectives of international marketing - International marketing approaches - Case study
3 rd meet 4 th	Chapter 2: Analysis of the company's environment	- Political environment - Economic environment - Socio-cultural environment - Technological environment - Ecological environment - Legal environment - International environment - Case study
5 th , 6 th and 7 th	Chapter 3: International market study	- What is international market research? - The objectives of an international market study - The different types of market research international - The approach of international market research - The sources of information - ICT and international market research - Case study
8 th meeting 9 th	Chapter 4: Export diagnostics	- Definition of the export diagnosis - The objectives of the export diagnosis - The functional analysis - Evaluation of competitive capacity - Case study



10 th , 11 th and 12 th	Chapter 5: Market Exploration	- The preparation of prospecting - The prospecting plan - The conduct of prospecting - The prospecting budget - The monitoring of prospecting - Case study
13 th , 14 th and 15 th	Chapter 6: Segmentation, targeting and international positioning	- The process of international segmentation - The particularities of international segmentation - The selection of markets - The choice of product/ market couple - Case study

Assessment Methods

The nature of the assessment	Percentage weightings
Exam	60 %
Mini-tests	
Tutorials	40 %
Practical Assignments	
Personal Project	
Group Work	
Field Visits	
Attendance	
Other	
Total	100 %



References & Bibliography

Textbook (Main reference):

Title of the work	Author	Publisher and year of publication
1. International marketing	PASCO-BERHO Corinne	Editions Dunod, Paris, 2007.

The supporting references:

Title of the work	Author	Publisher and year of publication
International marketing, a local consumer in a global world	CROUE Charles	Editions De Boeck, 2015
Title of the work	Author	Publisher and year of publication
International marketing	PRIME Nathalie, USUNIER Jean-Claude	Editions Pearson, Paris, 2018

Course Schedule

Week	Title	Date
1st Week	Chapter 1: Introduction to International Marketing: - From local to international marketing - The specificities of international marketing From local to international marketing	From September 14 to 18
2nd Week	Chapter 1: Introduction to International Marketing: - Marketing approaches international - Case study	From September 21 to 25
3rd Week	Chapter 2: Business Environment Analysis: - Political environment - Economic environment - Socio-cultural environment - Technological environment	From 28 to 30 September From 1 to 2 October

4th Week	Chapter 2: Business Environment Analysis: - Ecological environment - Legal environment - International environment - Case study	From October 5 to 9
5th Week	- Chapter 3: International market study: - What is international market research? - The objectives of an international market study	From 1 to 16 October
6th Week	Chapter 3: International market study: - The different types of studies of international markets - The approach of international market research	From October 19 to 23
7th Week	Chapter 3: International market study: - The sources of information - ICT and international market research - Case study	From October 26 to 30
8th Week	Chapter 4: The export diagnosis: - Definition of the export diagnosis - The objectives of the export diagnosis	From November 2 to 6
9th week	Chapter 4: The export diagnosis: - The functional analysis of - Evaluation of competitive capacity - Case study	From November 9 to 13
10th week	Chapter 5: Market Exploration: - The preparation of prospecting - The prospecting plan	From November 16 to 20
11th week	Chapter 5: Market Exploration: - The conduct of prospecting - The prospecting budget	From November 2 to 6

12th week	Chapter 5: Market Exploration: - The monitoring of prospecting - Case study	From November 23 to 27
13th week	Chapter 6: Segmentation, targeting and international positioning: - The process of international segmentation - The particularities of international segmentation	From November 30 to December 4
14th week	Chapter 6: Segmentation, targeting and international positioning: - The selection of markets - The choice of product/ market couple	From December 7 to 11
15th week	Chapter 6: Segmentation, targeting and international positioning: Integrative case study	From December 7 to 11

N°	First and last name (student)	Signature
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