

SYLLABUS

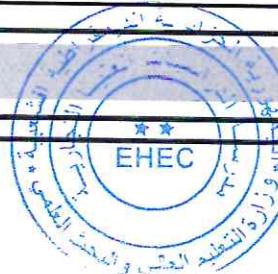
Field: Economics, Management and Business Sciences

Branch : Business sciences

Specialty : International trade

Semester: Third

School Year: 2025/2026



Identification of the teaching subject

Title: International Marketing 1

Teaching unit :Fundamental

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

Total weekly hourly volume : 06 h 00

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

Head of teaching subject

Last Name, First Name : ALLIOUCHE Rachid

Location of the office (Block, Office)

Email : raliouche@yahoo.fr

Tel : /

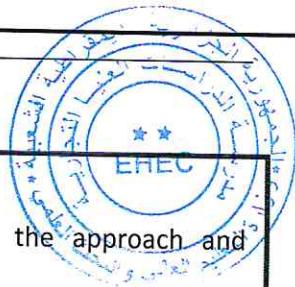
Course time and location:: 8:30 am - 2:30 pm - EHEC -koléa

Description of the teachingsubject

Prerequisites: Basic marketing knowledge

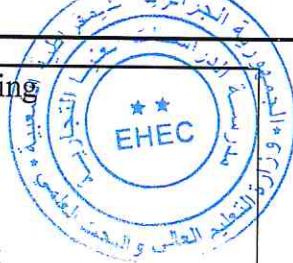
General objective of the teachingsubject: To familiarizestudentswith the approach and methods and techniques of international marketing.

Learning objectives: Managing marketing activityinternationally



Course content

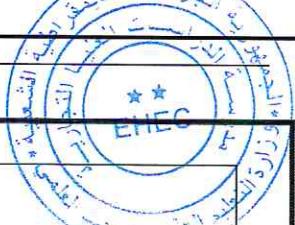
sessions	Chapters	Content
1 st and 2 nd	Chapter 1: Introduction to international marketing	<ul style="list-style-type: none"> - From local to international marketing - The specificities of international marketing - The objectives of international marketing - International marketing approaches - Case study
3 rd meet 4 th	Chapter 2:Analysis of the company's environment	<ul style="list-style-type: none"> - Politicalenvironment - Economicenvironment - Socio-cultural environment - Technologicalenvironment - Ecologicalenvironment - Legalenvironment - International environment - Case study
5 th , th and 7 th	Chapter 3: International marketstudy	<ul style="list-style-type: none"> - What is international marketresearch? - The objectives of an international marketstudy - The different types of marketresearch international - The approach of international marketresearch - The sources of information - ICT and international marketresearch - Case study
8 th meeting 9 th	Chapter 4: Export diagnostics	<ul style="list-style-type: none"> - Definition of the export diagnosis - The objectives of the export diagnosis - The functionalanalysis - Evaluation of competitivecapacity - Case study



10 th , 11 th and 12 th	Chapter 5: Market Exploration	<ul style="list-style-type: none"> - The preparation of prospecting - The prospecting plan - The conduct of prospecting - The prospecting budget - The monitoring of prospecting - Case study
13 th , 14th and 15th	Chapter 6: Segmentation, targeting and international positioning	<ul style="list-style-type: none"> - 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.

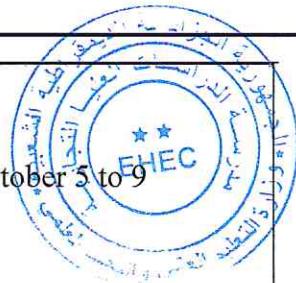
The supporting references:

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 EnvironmentAnalysis: - Politicalenvironment - Economicenvironment - Socio-cultural environment - Technologicalenvironment	From 28 to 30 September From 1 to 2 October

From October 5 to 9



4th Week	<p>Chapter 2: Business Environment Analysis:</p> <ul style="list-style-type: none"> - Ecological environment - Legal environment - International environment - Case study 	
5th Week	<ul style="list-style-type: none"> - Chapter 3: International market study: - What is international market research? - The objectives of an international market study 	From 1 to 16 October
6th Week	<p>Chapter 3: International market study:</p> <ul style="list-style-type: none"> - The different types of studies of international markets - The approach of international market research 	From October 19 to 23
7th Week	<p>Chapter 3: International market study:</p> <ul style="list-style-type: none"> - The sources of information - ICT and international market research - Case study 	From October 26 to 30
8th Week	<p>Chapter 4: The export diagnosis:</p> <ul style="list-style-type: none"> - Definition of the export diagnosis - The objectives of the export diagnosis 	From November 2 to 6
9th week	<p>Chapter 4: The export diagnosis:</p> <ul style="list-style-type: none"> - The functional analysis - Evaluation of competitive capacity - Case study 	From November 9 to 13
10th week	<p>Chapter 5: Market Exploration:</p> <ul style="list-style-type: none"> - The preparation of prospecting - The prospecting plan 	From November 16 to 20
11th week	<p>Chapter 5: Market Exploration:</p> <ul style="list-style-type: none"> - 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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