

## INTERNATIONAL MARKETING STRATEGIES

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*Number of sessions: 30*

*Length of each session: 1,5 h*

*Total length of the module: 45 hours*

### CONTENT

- 1- International Strategies
  - 1.1 Why Companies Expand into Foreign Markets
  - 1.2 Cross-Country Differences
  - 1.3 The Competitive Environment: Multi-country or Global Competition?
  - 1.4 Pursuing Competitive Advantage by Competing Multinationally
  - 1.5 Profit Sanctuaries, Cross-Market Subsidization, and Global Offensives
  - 1.6 Strategic Alliances and Joint Ventures with Foreign Partners
  - 1.7 Competing in Emerging Foreign Markets
  
- 2- International Marketing and the International Environment
  - 2.1 Cultural environment
  - 2.2 Economic and socio-political environments
  
- 3- International Marketing Strategy
  - 3.1 The analysis and selection of foreign markets.
  - 3.2 Foreign entry modes: export, contractual arrangements, and FDI.
  - 3.3 The 4 P's and international marketing: product, price, place, and promotion policies management at the international level.

### BIBLIOGRAPHY

- Czinkota, M & Ronkainen, I. (2001): *International marketing* (6<sup>th</sup> ed.). Prentice Hall.
- Grant, R. (2003): *Contemporary strategy analysis* (4<sup>th</sup> ed.). London: Basil Blackwell.
- Porter, M.E. (1980): *Competitive strategy*. NY: The Free Press.
- Porter, M.E. (1985): *Competitive advantage*. NY: The Free Press.
- Root, F. (1994): *Entry strategies for international markets*. NY: Lexington Books.
- Thompson, A., Strickland, A.J. (2001): *Crafting and Executing Strategy*. 12<sup>th</sup> ed. NY: McGraw-Hill Irwin.