

INTERNATIONAL MARKETING STRATEGIES

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* (6th ed.). Prentice Hall.
- Grant, R. (2003): *Contemporary strategy analysis* (4th 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*. 12th ed. NY: McGraw-Hill Irwin.