

INTERNATIONAL MARKETING

Diploma: International Master in Business Studies, 1st year, 1st semester (fall)

Description: Marketing Management is a course for non-specialists.

The objective of the course is to allow each student to understand and know how to use the main concepts and tools of strategic and operational marketing (segmentation, positioning, brand, product, price, communication, distribution ...), as well as to give them an international perspective.

10 hours of this course are devoted to the international aspects of marketing.

Hours: 20

ECTS: 2

Level: beginners

Code UE (to mark on the learning agreement): 3-2M1IMBS3CS1