

## « MASTER'S DEGREE 2 » LEVEL

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### MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")  
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

### **FOREIGN MARKETS ENTRY STRATEGIES**

#### TEACHER:

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#### TEACHING OBJECTIVES:

The objective of this course is to understand the processes, strategies and impacts of internationalization's decisions on companies in today's globalized and interconnected world. There will be specific attention paid to evaluating international market opportunities, understanding the need for developing and adapting entry and marketing strategies to specific 'national markets'.

There will be another particular focus aimed at understanding the factors that would influence international success - *and sometimes failure* - of companies.

#### PREREQUISITE:

None.

#### PLAN :

<b>THEME 1: Introduction : operating in a Global Business Environment</b>	<i>Comprehension of the contextual challenges a company is facing during the Internationalization process</i>
<b>THEME 2: International Market Research</b>	<i>Understanding the concepts and techniques to evaluate international business opportunities</i>
<b>THEME 3: Market Selection Strategy</b>	<i>Understanding the process involved in Selecting a Country market rather than another.</i>

**THEME 4: Market Entry Strategies**

*Understanding various alternative methods of Market entries possible for companies seeking to develop foreign markets.*

*Compare different levels of involvement, risks and marketing control associated with each market entry method.*

**BIBLIOGRAPHIC ELEMENTS:**

C. Bartlett, S. Ghoshal, P. Beamish (2008). *Transnational Management*. Mc Graw Hill. 5<sup>th</sup> edition.