

## « MASTER'S DEGREE 1 » 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***

### ***BUSINESS STRATEGY***

#### **TEACHER:**

Name :	SURE
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#### **TEACHING OBJECTIVES:**

Understand the different marketing strategies, the tools needed to develop them and deploy them for the preparation of a marketing plan. A particular focus will be on innovation, the market access strategy for new products and the emergence of a new business model concept.

#### **PREREQUISITE:**

Principles of marketing

## PLAN :

<b>1 - Strategic Marketing concepts and tools</b> <ul style="list-style-type: none"><li>a. Importance of market segmentation and market targeting</li><li>b. Various marketing strategies based on cost, focusing, adaptation, differentiation, Coopetition</li></ul>
<b>2 - How to choose a strategy</b> <ul style="list-style-type: none"><li>a. Analyzing the internal constraints (Organizational, industry sectors...)</li><li>b. Analyzing the external constraints (Customers, competitors, market evolution...)</li><li>c. Using McKinsey matrix during a real case study</li></ul>
<b>3 - Marketing Plan</b> <ul style="list-style-type: none"><li>a. Small team work – Applying marketing strategy to a self-chosen product</li><li>b. Including class presentation and discussion</li></ul>
<b>4 - Innovation – New Paradigm to differentiation</b> <ul style="list-style-type: none"><li>a. Sustaining innovation versus disruptive innovation</li><li>b. Understanding customers issues to find potential needs</li><li>c. Startups trajectory to new markets</li><li>d. Blue ocean theory</li></ul>

## BIBLIOGRAPHIC ELEMENTS:

- *Marketing Management* (15<sup>th</sup> Edition) by Philip T. Kotler, Kevin Lane Keller.
- *The Innovator's Solution* – Clayton M. Christensen, Michael E. Raynor.