

UE Marketing : an approach to foreign markets



ECTS
3 credits



Component
UFR Chimie-
Biologie

- > **Teaching language(s):** English
- > **Open to exchange students:** Yes
- > **Code d'export Apogée:** YAST9U11

Presentation

Description

How to approach a foreign market

Decision between a distributor, agent and direct access to the market

Health or Political policies in the world,

How to offer products to clients and differences between the countries.

Different processes of purchase behaviors all around the world in the scientific and industrial field and countries.

Marketing mix; E-marketing; Specific means of communication; Distribution channel policy; Advertising and communication

Course parts

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|--|----------------|-----|
| UE Marketing : an approach to foreign markets - CM | Lectures (CM) | 30h |
| UE Marketing : an approach to foreign markets - TD | Tutorials (TD) | 10h |

Period : Semester 9

Useful info

Place

› Grenoble

Campus

› Grenoble - University campus