

# UE Marketing : an approach to foreign markets

 ECTS  
3 crédits

 Composante  
UFR Chimie-  
Biologie

 Période de  
l'année  
Toute l'année

- > **Langue(s) d'enseignement:** Anglais
- > **Ouvert aux étudiants en échange:** Oui
- > **Code d'export Apogée:** YAST9U11

## Présentation

### 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

### Heures d'enseignement

UE Marketing : an approach to foreign markets - TD	TD	30h
UE Marketing : an approach to foreign markets - CM	CM	10h

**Période :** Semestre 9

# Infos pratiques

---

## Lieu(x) ville

› Grenoble

---

## Campus

› Grenoble - Domaine universitaire