

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