

International Marketing

**ECTS : 3**

**Description du contenu de l'enseignement :**

This is designed for future country managers and local brand leaders who will need to navigate global digital strategies, challenge agency recommendations, and activate relevant levers in their markets. Students will develop the mindset and tools to interpret international marketing plans and contribute actively to their adaptation. Special attention is paid to cultural agility and to local-market challenges, including the specificities of the Chinese digital ecosystem.

**Course Structure**

- Session 1 – Kickoff & Global Digital Strategy Foundations
- Session 2 – Omnichannel Planning: Owned, Earned, Paid
- Session 3 – Creative & Content Strategy
- Session 4 – Acquisition Strategy & Local Media Planning
- Session 5 – Influence Strategy & Local Adaptation
- Session 6 – Web 3.0, AI & Innovation
- Session 7 – Evaluation & Feedback

**Compétence à acquérir :**

**Course Objectives and Learning Outcomes**

**Objective 1 – Understand the key components of an international digital marketing strategy and make informed decisions**

- Students will explore how global marketing & digital strategies are built (channels, investments, content, influence, innovation) and learn to evaluate proposals, identify key levers, and make decisions aligned with local priorities.
- Students will be able to analyze a global digital marketing plan, adapt key elements to their local market, and justify their choices as if they were acting as a local brand manager or country lead.

**Objective 2 – Collaborate effectively with global teams, agencies, and partners to activate digital levers locally**

- Students will learn how to read a creative brief, challenge influencer strategies, request the right content and media assets, and participate in innovation pilots, especially in emerging areas like Web 3.0 and AI.
- Students will simulate decision-making and collaboration with brand teams and agencies, reinforcing their role as facilitators and local growth drivers within a global framework.

**Mode de contrôle des connaissances :**

**Individual Assessment – 40%**

QCM + short open questions

Evaluates understanding of key digital marketing concepts, decision-making logic, and market-specific challenges

**Group Final Pitch – 60%**

- Presentation of a local-market adaptation of a global digital strategy
- Evaluated on: **Content quality** (relevance of choices, contextual understanding, feasibility) – 30% and **Oral presentation** (clarity, conviction, visual quality, time management) – 30%

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