



STUDY GUIDE

MARKETING PROCUREMENT

Organised by

Université Polytechnique Hauts-de-France





1. IDENTIFYING DATA.

• Course Name.	<i>Marketing procurement - Business international practice and intercultural management (communication & HR)</i>
• Coordinating University.	<i>Université Polytechnique Hauts-de-France</i>
• Partner Universities Involved.	<i>None</i>
• Course Field(s).	<i>International Business (Marketing Procurement)</i>
• Related Study Programme.	<i>Bachelor 3rd year, Business and Commercial</i>
• ISCED Code.	<i>None</i>
• SDG.	<i>None</i>
• Study Level.	<i>Bachelor (B) for Marketing Procurement</i>

• Number of ECTS credits allocated.	<i>2 ECTS</i>
• Mode of Delivery.	<i>Online live</i>
• Language of Instruction.	<i>English</i>
• Course Dates.	<i>1st October 2024 – 31 January 2025</i>
• Schedule of the course.	<i>18 hours</i>
• Key Words.	<i>International marketing procurement</i>
• Catchy Phrase.	<i>Marketing Procurement: „Unleash Global Growth: Our International Marketing Procurement Harnesses Diversity for Collaborative Success!“</i>

• Prerequisites and co-requisites.	<ul style="list-style-type: none"> - <i>The study levels this course is available for (B, M);</i> - <i>Required linguistic skills: good command of English (B2 necessary), possibly another EU language such as French, Spanish or German</i>
• Number of EUNICE students that can attend the Course.	<i>25-30</i>
• Course inscription procedure(s).	<i>EUNICE website</i>

2. CONTACT DETAILS.

• Department.	<i>ECMN (Ecommerce, Multimédia, Digital) / International Business</i>
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• Name of Lecturer.	<i>Murielle Taisne</i>
• E-mail.	<i>Murielle.taisne@uphf.fr</i>
• Other Lecturers.	<i>None</i>

3. COURSE CONTENT.

3.3.15. Ressource R5.BI.15 **Marketing Procurement:**

- *Analysing companies' international purchasing strategies in order to understand the issues involved and their implications for the overall operation of the company*

Content:

- *Identification of purchasing issues (Kraljik matrix, Pareto analysis of suppliers, etc)*
- *Purchasing process adapted to the challenges: study of needs, specifications, sourcing, selection matrix, notion of internal customer and supplier*
- *Company policy and purchasing policy*
- *Purchasing intelligence: supplier mapping*
- *Buyer ethics and responsibility*

4. LEARNING OUTCOMES.

Marketing Procurement:

Evaluate the export/import diagnosis and make recommendations

Evaluate international markets, taking into account the geo-eco-political context, cultural specificities and and ethical issues

Propose the most appropriate method of entry (subsidiary, joint venture, etc.)

Use their knowledge of the sales and purchasing process in intercultural situations.

Propose the right marketing offer for the target market(s)

5. OBJECTIVES.

See 4.

6. COURSE ORGANISATION.

UNITS

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| 1. | 3.3.15. Ressource R5.BI.15 <i>Marketing Procurement (BUT – Bachelor, 3rd year)</i> |
| 2. | |

LEARNING RESOURCES AND TOOLS.



Internet, Web, professional experiences, Market analysis, search worldwide in several languages and numerous governmental sites (Statistics, professional associations, fairs, eco-system network etc..)

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

See assessments methods

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Courses plus exercices, oral presentation and practical theory based on professional experiences. Intervention of external companies can also be organized or external organization like (Business France Programm...).

Tutorials, seminars

Intervention of the council of foreign trade from the French government (conseil du commerce extérieur)

OBSERVATIONS.

None

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Bibliographies are numerous (French, German and English books on the market).

Use of articles published on marketing agencies homepages:

German:

- Das Marketing Journal E41, Das Marketing Procurement / Brand Eins
- GfK Geo marketing regarding E-Procurement Marketing
- Procurement Marketing – Udo Koppelman – Universität Berlin

French:

- Les outils du marketing stratégique et opérationnel – Yves Pariot
- La boîte à outils de l'innovation - Géraldine Benoit-Cervantes

English:

Marketing procurement – Stefan Defanoe

The Procurement and Supply Manager's Desk Reference by Fred Sollish and John Semanik

- BrainNet Supply Management Group AG
- Studies from Supply Chain Management Institute (SMI) der European Business School (EBS).

This course is enriched by the 30-year professional experience of the teacher in the marketing area on the international market, with practical experiences and anecdotes with DO and DON'Ts.

