

# TRAINING DESCRIPTION

## Module 3- Training 3

### European Commercialisation Practices Approaches

**Number of hours:** 3

**Module:** 3

**Teachers:** Ghislaine Pellat, Université Grenoble Alpes, France

#### General information

The aim of this course is to provide participants with a broad view of the European markets as a place for successful commercial actions. It is the complement of the teaching on European entrepreneurship insofar as the message delivered will be that of turnover generation in order to ensure the sustainability of the company created. At the end of this training, the participant will be sensitised to the notion of otherness, an indispensable cement for living together, as well as to personal commitment and in relation to the notion of European citizenship.

#### Assumed knowledge basis for course participation

*To make the most of this training, general knowledge of economics will be appreciated but not essential. An interest for business is expected.*

#### Aim of the course

The aim of the training is to explain how a solution can be marketed to meet the needs of European customers. The training highlights business practices that are adapted to the cultures, habits, and values of different customers. The way to design a solution with a European scope and the adaptation of the proposal to the buying strategies of the customers are the main focus of this training. The aim of this module is to propose the European territory as a market and to identify the key points of success of the proposed solutions, whether they are disruptive or incremental innovations

#### Learning outcomes

*After participating of this training, students should be able to:*

- *Prepare a commercial solution for European markets or selected markets in Europe*
- *Adapt a commercial project to promote this solution in different countries of Europe*

#### Teaching methodology

The training takes the form of an interactive seminar. The theoretical concepts are focused on presenting the main ideas of interpersonal communication (the base of the understanding of an interactive communication with clients), of understanding the need of the customers and the difference of individual purchasing strategies. It is based on real cases methodology .

#### Course outline

The customer's buying decision process (B to C, B to B situations)  
Marketing vs Commerce : Product vs Solution: the basics of business  
Europe: a market platform to develop innovative solutions in respect of the carbon foot print

The "European" commercial attitude to adopt in order to work on the European markets

### **Students' assessment**

*10% Specific assessments will be on line after each topic which will be exposed during the courses*

*10% Exercises to learn and to applicate*

*10% Presence and participation of each participant*

*70% : A general evaluation will be done after the innovative projects at the end of the full training*

### **Study resources**

#### **Books :**

**Doing business in Europe (2011)** Gabriele Suder, Open Library : OL28471787M  
Internet Archive : [doingbusinessine0000sude](#), ISBN 13 9780857020857

**Trade in Services and Trade Agreements : Perspectives from India and the European Union (2021)** [Arpita Mukherjee](#), [Rupa Chanda](#), [Tanu M. Goyal](#) Sage Publications. Open Library : OL28578302M, Internet Archive : [tradeinservicest0000unse](#), ISBN 13 9789351503248

**Marketing Management,Global Edition (2016)** [Philip Kotler](#), [Kevin Lane Keller](#) Pearson Editor, Kindle format : ASIN B07XTMRFF5

#### **Articles :**

Sterie, Cristina Maria; Ion, Raluca Andreea (2022) « Approaches to implementing fair trade practices for smallholder farmers » Proceedings of the International Conference on Business Excellence. 2022, Vol. 16 Issue 1, p446-455. 10p.

Aytaç, Ayhan, Korkmaz, Murat “An Analysis of the World Paper Industry with a Focus on Europe and Trade Perspective ». Studia Universitatis Vasile Goldis, Seria Stiinte Economice. Jun2022, Vol. 32 Issue 2, p24-40. 17p.

Poujol J, Vidal D, Siadou-Martin B, Pellat G (2013) “The impact of salespeople’s relational behaviors and organizational fairness on customer loyalty: An empirical study in B-to-B relationships”. Journal of Retailing and Consumer Services 20 (Sept 2013), Vol. 20, Issue 5, p. 429-438

**Collander J., Dahlen M., Thorbjornsen H.(2023)** „Do Customer Ratings Influence Consumers Who Have Already Experienced a Product? How Memory Reconstruction and Conformity Can Reshape Product Evaluations and Perceptions“, Journal of Advertising Research, March 2023, Vol. 63 Issue 1, p17-29. 13p. DOI: 10.2501/JAR-2023-003..

