



## MKT 3450: International Marketing

2022 Spring Session	
<b>Total Class Sessions: 25</b> <b>Class Sessions Per Week: 5</b> <b>Total Weeks: 5</b> <b>Class Session Length (Minutes): 145</b> <b>Credit Hours: 4</b>	<b>Instructor: Staff</b> <b>Classroom: TBA</b> <b>Office Hours: TBA</b> <b>Language: English</b>

### **Course Description:**

Drawing on students' existing understanding of the international environment and their basic knowledge of marketing, this course will display and introduce a variety of factors that influence international marketing and the global business environment, providing students with the knowledge of the issues relevant to the development of an organization's international marketing planning; enable students to confidently analyze and solve culturally related marketing problems in order to facilitate the achievement of an organization's international marketing objectives; and deepen students awareness and understanding of the economic, political, cultural, legal, regulatory complexities associated with the international marketing of products and services.

### **Course Materials:**

**Global Marketing**, Warren Keegan and Mark Green, 9<sup>th</sup> edition

### **Course Format and Requirements:**

This course has 25 class sessions in total. Each class session is 145 minutes in length.

For students to learn and use the knowledge they will gain in a practical, real-life way rather than memorize facts long enough to "pass the test.", the principal vehicles to be used in exploring the content of this course will be lectures, class discussions, class assignments, case studies and quizzes. Due to this choice of approach, a high degree of class involvement is necessary in order to ensure effective session outcomes. Therefore, prior to each class meeting, students should read relevant sections of the text, and prepare notes for participation in the discussions.

There should be no use of cellphone, laptop or any other electronic equipment during lecturing.

### **Attendance:**

Attendance is important, mandatory, and critical to the success of the class. It's understandable that sometimes personal issues come up and making class is sometimes difficult. Attendance will be taken every class. A student can miss up to 4 (FOUR) classes without any penalty for attendance points. The fifth absence will result in a loss of all attendance score (10% of the final score). University excused absences will be considered up until 24 hours after the class period has ended. Leaving the lecture early without permission is automatically an unexcused absence. Two late arrivals constitute an un-excused absence.



## **Course Assignments:**

### **Quizzes**

Five quizzes, worth 10% in total, will be administered during the semester. Quizzes could comprise of short answer, multiple choices and True/False. Quizzes cannot be made up.

### **Group Project- 20% (15% for Final Report and 5% for Presentation)**

Students will be divided into teams of 3-4 groups. However, final course enrolments will determine team size. Each group will be required to produce a final report on international marketing activity. **Do NOT proceed with your project until you have received approval from your instructor on your choice of topic.** The group project output should consist of a 20 minute formal presentation and a report on an international market development project. The class will have 10 minutes for questions and contributions. Details of the project are as follows:

- i) Each team will choose a company and plan an expansion strategy into international markets. You may select a real or hypothetical company. Your team will decide the general or specific product line that the company should offer in the international marketplace and determine the countries where the products/services should be offered. You will also determine where the product should be manufactured and/or the service office(s) located.
- ii) The team is required to produce an approximate 5-10 page report covering all points above and below, plus references and appendices covering all the research and notes that stand behind the recommendations and suggestions.
- iii) Your report should include the following:
  - An executive summary of one page
  - A description of the company or industry you have selected
  - A description of the product offerings with marketing analysis
  - A list of countries (with justifications) where the products/services will be marketed
  - A list of countries (with justifications) where you will manufacture/establish offices
  - Notes on implementation, including timetable, entry strategy, and wider implications

### **Mid-Term Examinations**

Two Mid-Term Exams will be written for this course. The exams will consist of short-essay questions including defining important terms and concepts, multiple choice/true or false questions and application of course principles to business marketing problems. Each exam will cover the most recent chapters of the textbook.

### **Final Examination**

The final examination will be based on all topics covered (in class) during the term, with emphasis on the latter part of the course. It will be primarily multiple-choice questions but may include short answer questions or a short case. Further details of the examination format will be given later in the course.

**Course Assessment:**

Quizzes	10%
Group Project	20%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	30%
<b>Total</b>	<b>100%</b>

**Grading Scale (percentage):**

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-100	93-97	90-92	88-89	83-87	80-82	78-79	73-77	70-72	68-69	63-67	60-62	<60

**Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

**Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

**Course Schedule:**

Class 1	Course overview Go through syllabus Introduction to Global Marketing
Class 2	The Global Economic Environment
Class 3	The Global Trade Environment
Class 4	<b>Quiz 1</b> Social and Cultural Environments <b>Group Project Instruction</b>



Class 5	The Political, Legal and Regulatory Environments
Class 6	The Global Information Systems and Market
Class 7	<b>Quiz 2</b> Segmentation, targeting, and positioning
Class 8	Segmentation, targeting, and positioning (cont.)
Class 9	<b>Midterm 1</b>
Class 10	Importing, Exporting, and sourcing <b>Choose the Topic of Group Project</b>
Class 11	Importing, Exporting, and sourcing(cont.)
Class 12	Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances.
Class 13	<b>Quiz 3</b> Brand and Product Decisions in Global Marketing
Class 14	Brand and Product Decisions in Global Marketing (cont.) Pricing Decisions <b>Instructor Feedback</b>
Class 15	Pricing Decisions(cont.) Global Marketing Channels and Physical Distribution
Class 16	Global Marketing Channels and Physical Distribution(cont.) <b>Topic of Group Project decided</b>
Class 17	<b>Midterm 2</b>
Class 18	Global Marketing Communications Decision I : Advertising and Public Relations
Class 19	Global Marketing Communications Decision I : Advertising and Public Relations(cont.) Global Marketing Communications Decision II : Sales Promotion, Personal Selling, and Special Forms of Marketing Communication.
Class 20	<b>Quiz 4</b> Global Marketing Communications Decision. II : Sales Promotion, Personal Selling, and Special Forms of Marketing Communication.(cont.)
Class 21	Global Marketing and Digital Revolution
Class 22	<b>Quiz 5</b> Strategic Elements of Competitive Advantage
Class 23	Leadership, Organization, and Corporate Social Responsibility
Class 24	<b>Group Project Presentation</b>
Class 25	<b>Group Project Presentation</b> <b>Group Project Report Due</b> Review for final exam
<b><u>Final Exam (Cumulative): TBA</u></b>	