

MKT4208 International Marketing

Code

MKT4208

Title

International Marketing

Prerequisites

MKT3150

Credits

3

Description

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. An environmental/cultural approach to international marketing permits a truly global orientation. This course covers international marketing operations by looking at issues such as product policies, pricing, marketing communications, distribution channels, and marketing research. The factors governing the decision to engage in foreign transactions by organizations are explored in details. In-depth market studies form a core part of the course.

Objectives

3. Learning objectives To prepare students who will have thorough knowledge of: the basic international marketing concepts such as customer value, customer satisfaction, marketing mix, promotion mix, and environmental scanning for marketing opportunity; international marketing strategies as applied to segmentation, targeting, and positioning; effective international marketing communication mixes; effective international promotional /advertising campaign; regional, and global strategies as to design and implement tactical and strategic marketing tools as well as differentiating adaptation and standardization.

Outcomes

Knowledge KNOWLEDGE OF CORE MARKETING COMMUNICATIONS PRACTICES Students will understand and explain international marketing concepts. Students will understand and explain ethical issues in global marketing. Students will be able to select appropriate and effective international marketing communication mixes. Students will be able to develop international marketing campaign. Students will be able to evaluate the effectiveness of international promotional /advertising campaign. Students will be able to identify the positioning statement and reflect it in brand / product messages and the choice of communication mix. UNDERSTANDING OF GLOBAL AND MULTICULTURAL BUSINESS ENVIRONMENT AND ETHICAL ISSUES Students will demonstrate appropriate knowledge of core content areas in a global marketing environment. Students will evaluate ethical positions and effectiveness of global marketing communications practices in a global and multicultural context. Students can recognize and analyze ethical dilemmas and select a resolution for practical business situations. Skills GOOD COMMUNICATION SKILLS Students will improve their written communications skills Students will improve their persuasive communications skills Students will demonstrate professional deportment and effective oral and written communication skills. CRITICAL THINKING AND ANALYTICAL SKILLS Students will select appropriate analysis techniques to analyze problem data. Students will propose and evaluate alternative solutions for decision-making.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

Course introduction. Introduction to Global Marketing

Week2

Introduction to Global Marketing

Week3

The Global Economic Environment

Week4

The Global Trade Environment

Week5

Social and Cultural Environments

Week6

Political, Legal, and Regulatory Environments

Week7

Global Marketing Information Systems and Market Research

Week8

Segmentation, Targeting, and Positioning

Week9

Importing, Exporting, and Sourcing

Week10

Global Market-Entry Strategies: Licensing, Investment and Strategic Alliances

Week11

Brand and Product Decisions in Global Marketing

Week12

Pricing Decisions

Week13

Global Marketing Channels and Physical Distribution

Week14

Global Marketing Communications Decisions: Advertising and Public Relations

Week15

Project presentations Final Exam