

International Marketing

Syllabus

Course code:12972

Credits:2

Teaching hours:32

This Syllabus is constituted basing on the training plan for international school undergraduate at JUFU in 2014.

Course Design

The course was designed to provide an academic platform upon which students could blend their knowledge of marketing, microeconomics and international business.

Textbook Support

International Marketing (Fourteenth Edition), by Cateora, Gilly and Graham.

Group Assignment

The course also featured a group assignment wherein students were asked to consider an international marketing problem and to then apply the aspects of the course in arriving at a solution. The students gained some needed experience in problem solving that blends academic knowledge with practical thinking. Students also gained experience in self-governance and in the preparation of a documented outcome of self-governance: their solution to the problem.

Each group faced a defense of their understanding of the problem, and of their approach to a solution.

Reading Assignments

In addition to using selected chapters from the textbook (Cateora 14e), the course featured seven supplementary readings, consisting mostly of academic papers and articles related to international marketing. The supplementary reading helped to overcome the natural deficiency that occurs as a result of using a textbook that conveys international marketing concepts from a non-Chinese perspective. Each of the supplementary reading assignments enhanced the effort to build an understanding of international marketing from the perspective of an individual who currently lives in, studies in, or works in China. The intended results were generally achieved with positive evidence gathered during class discussions and on subjective-form evaluation (ie. quiz discussion questions).

Large Emerging Markets and International Strategy (Enderwick)

China's Emerging Regional Trade Policy (Zhao)

Effectiveness of Economic Cooperation Between the EU and ACP Countries

(Evrensel)

Intellectual Property Rights (Spinello)

The Recognition of First-time Entrepreneurial Opportunities (Chandra)

Global Branding and Strategic CSR: an overview of three types of complexity (Polonsky)

An Experimental Study of Consumers' Brand Personality Perception (Fetscherin)

Assessment

Assessments for the course included quizzes, individual preparation and participation, a group project evaluation and a final exam. The delivery format made for an important need for students to support the course with pre-reading and pre-thinking on course discussions.

Assessments during the semester were mostly intended to measure the level of preparedness of students to actively engage during the delivery of new material.

Syllabus

01 Orientation

Diagnostic Short Quiz

Lecture and Discussion

02 Marketing Beyond Cultural and Geographical Borders

Lecture and Discussion

03 Large Emerging Markets

Lecture and Discussion

Article: Large Emerging Markets and International Strategy (Peter Enderwick)

04 Discussion: Exploitation of regional marketing opportunities

Lecture and Discussion

Article: China's emerging regional trade policy (Zhao, Malouche, and Newfarmer)

05 Trade Organizations and Facilitators

Lecture and Discussion

Paper: Effectiveness of economic cooperation between the EU and the ACP countries (Evrensel)

06 Intellectual Property

Lecture and Discussion

Paper: Intellectual Property Rights (Spinello)

07 International Marketing Methodologies

Lecture

Discussion: The concept of a knowledge corridor

Paper: The recognition of first-time entrepreneurial opportunities (Chandra, Styles, Wilkinson)

09 Lecture: Marketing and business culture awareness

Discussion: A refined look at banking culture in Japan: Kieretsu Capitalism

ARTICE: Keiretsu Capitalism

10 Brands In an International Context

Lecture and Discussion

Paper: Global Branding and Strategic CSR: an overview of three types of complexity (Polonsky and Jevons)

Paper: An experimental study of consumers' brand personality perception (Fletcher, Toncar)

11 Communicating With a non-Domestic Target Audience

Lecture and Discussion

12 Risk Factors Associated With Marketing Across Barriers

Lecture and Discussion

13 Strategy and Tactics

Lecture and Discussion

14 Trends That Impact International Marketing

Lecture and Discussion

Paper: Global Branding and Strategic CSR: an overview of three types of complexity (Polonsky and Jevons)

Paper: [Environmental Marketing]

15 Course Review

[Include Comments on Banking Markets]

16 Preview of Final Exam and Clarity Discussion on Course

INTERNATIONAL MARKETING:

Preview of the Course with Key Chapter Descriptions & Questions for the Pre-Test

Dr. William D'Arienzo

Overview: The objective of this course is to provide future business leaders with insights and tools for understanding and managing the dynamic nature and critical importance for individuals, communities and governments of global marketing.

Course Perspectives: The course will focus on how, in spite of the integration of national economies into an international economic platform, national cultural differences still remain paramount in devising successful market entry and market penetration strategies.

Student Roles, Teaching Methods: Students will participate both as individuals in exams, in class discussions and in team projects; the teaching method will be partly Socratic with the Professor both lecturing and asking questions to stimulate class discussions, critical thinking and problem solving. Reading assigned cases and being analytical (not simply describing the facts) and the challenges from the cases plus incorporating into your thinking any added insights that the class discussions engender. Rather than “right” answers, “right” thinking is rewarded.

Assessments for Grading: Four exams, a team oral presentation + the written revision, if needed (Power Point) and class participation by each student, will constitute the basis for your final grade; in addition, the Pre-Test exam, will also be factored in. The weighted value of each of the above will be presented on the first

class session.

Sources for Reading & Research: Textbook: *International Marketing*, 14th edition, P.Cateora, M. Gilly & J.Graham, Mc Graw Hill; + articles to be distributed in class, & primary research by the teams.

Selected Chapters for Course Review with Pre-Test Questions

Chapter 1: Distinctions between domestic, multi-national (or multi-domestic) and international marketing (or global marketing)...” **What is the significance of these distinctions for business strategies?”**

Chapter 3: The impact of history & geography on global trade & marketing: “ **What examples can you give that show the influence of these two factors today?”**

Chapter 4: Cultural values & measures of consumer attitudes (indexes) “**How do these indexes (ICI,PDI,UAI) aid in aligning data with marketing strategies?”**

Chapter 8: International Market Research: Methods & Business applications. **What are some major challenges regarding the reliability of data sources?”**

Chapter 10: Multi-National regional markets & trade agreements; “**Where have they succeeded and failed and why?”**

Chapter 12: Barriers to Market Entry; “**Describe how Protectionism & cultural values place obstacles to market entry & how global brands help offset this”**

Chapter 14: International Trade & Channels of Distribution: “**What role do governments and cultural values play in encouraging or restricting web-based commerce?”**

Chapter 16: Global Marketing Communications: “ **What examples can you give as to how language affects the clarity of market communications”**

Chapter 18: Pricing as a Global Marketing Strategy: “ **How does price impact the perception of value? How does this vary in different national cultures?”**

Chapter 19: Negotiations & Cross Border Ventures: **What joint venture business models have succeeded, where, when and why do you think this is so”?”**