



University of International Business and Economics International Summer School

MKT 310 International Marketing

Term: January 4, 2021 – January 29, 2021

Instructor: TBD

Home Institution: TBD

Email: TBD

Class Hours: Monday through Friday, 120 minutes per teaching day (2,400 minutes in total)

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Course Description:

The purpose of this course is to develop a thorough appreciation of the international aspects of contemporary marketing. Topics include: conceptual and environmental aspects of international marketing; market entry strategies; managing marketing across borders; globalization strategies, including global branding; developing practical marketing strategies for different world markets; how marketing theory needs to be adjusted or extended for application in an international setting. Skills will be acquired through case analysis, teamwork and creative problem-solving.

Course Goals:

The more general aims of this course are to:

- Provide an understanding of the scope and function of international marketing theory and practice.
- Increase knowledge and skills to help in developing international market entry strategies.
- Develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.

Students should emerge from this course as knowledgeable business managers, capable of formulating marketing objectives, collecting and analyzing data, and completing international marketing research projects. Hopefully, students will learn a great deal about international and global marketing and will be able to apply their knowledge in their personal, disciplinary, and professional endeavors. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.

Required Textbook:

Warren J. Keegan and Mark C. Green (2016). *Global Marketing* 9th Edition.



ISBN10: 0-13-412994-6 ISBN13: 978-0-13-412994-5

Teaching methods:

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each class, plus supplementary readings as listed and augmented as the course progresses.

Course requirements:

Class assignments will be given after class. They are given to reinforce the concepts discussed in the lectures and from the text. It is essential that you participate by doing the homework in a timely fashion and participating in the discussion of the homework. Class lectures and discussions will assume that you have a general understanding of the terms and ideas from the required readings. In this combination lecture/discussion format, your individual contributions, questions, and insights become critical to your own learning and that of your classmates. An effective class session can occur only if you and I are actively involved in the learning process.

Grading Policy:

The students will be evaluated on the basis of their performance as follows:

Class Participations	20%
Tests	30%
Group Presentations	50%
Total Score:	100

About course evaluation:

- A) Excellent classroom discussion the topics covered in the course, supported by adequate preparation, is an important component of the class participation grade. Class participation accounts for 20% for final grades.
- B) The three tests are inclusive of textbook material, supplementary readings. Every test is 10%
- C) Final group presentations constitute 50% of the final grades.
Group presentations will be done in teams. A team consists of 4-6 students gives a presentation on topics relevant to what we learnt from *International Marketing*, topics should be agreed with the instructor beforehand. The presentation should be 15-20 minutes long (each member of the team is required to speak), grade will be given on the group basis, but may vary in accordance with performance of each speaker. This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentations interesting.

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics (UIBE) expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at UIBE.

Attendance Policy:

Summer school is very intense and students need to attend every class to be successful. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Course Schedule:

Unit 1: An introduction to Global Marketing	
Day1	<p>What is Global Marketing?</p> <p>The Forces Affecting Global Marketing</p> <p>Reading: Chapter 2.</p>
Unit 2: Understanding the Global Marketing Environment	
Day2	<p>The Global Economic Environment</p> <p>Reading: Chapter 3</p>

Day3	The Global Trade Environment Reading: Chapter 4
Day4	Social and Cultural Environments Prepare for Test 1
Day5	Test 1 (Chapters 1-4) Reading: Chapter 5
Day6	The Political, Legal and Regulatory Environments Reading: Chapter 6
Unit 3 Approaching Global Markets	
Day7	Global Information Systems and Global Research Reading: Chapter 7
Day8	Segmentation, Targeting and Positioning Reading: Chapter 8
Day9	Importing, Exporting and Sourcing Prepare for Test 2
Day10	Test 2 (Chapters 5-8) Reading: Chapter 9
Day11	Global Market Strategy Reading: Chapter 10
Unit 4: the Global Marketing Mix	
Day12	Brand and Product Decisions for Global Marketers Reading: Chapter 11
Day13	Pricing for Global Markets Reading: Chapter 12

Day14	Global Marketing Channels and Physical Distribution Prepare for Test 3
Day15	Test 3 (Chapters 9-12) Reading: Chapter 13
Day16	Global Marketing Communications (Part 1) Reading: Chapter 14
Day17	Global Marketing Communications (Part 2) Reading: Chapter 15
Day18	Global Marketing and Digital Revolution
Day19&20	Group Presentations