



COURSE INFORMATION	
Course Title: MKT316 International Marketing	Semester: July Session, 2020
<p>CLASS HOURS: Monday through Friday, 180 minutes each day, for three weeks. At the end of each week, there will be a one-hour discussion session; the instructor will also be available by appointment.</p> <p>Discussion Section : 1 hour each week.</p> <p>Field Trip: According to the professors' teaching plan.</p>	<p>CREDITS(s): 3</p>
<p>OVERVIEW</p> <p><i>International Marketing</i> is an intensive undergraduate business school course about how organizations develop strategies to compete in foreign markets-- that is, <i>host</i> markets as opposed to their <i>home</i> market. While the fundamental principles of marketing apply throughout the world, such as market analysis through application of the “Four Ps,” the particular challenge of cross-border marketing strategy is to understand how different cultural values affect markets and their consumers, and how different political and regulatory regimes either constrain or expand opportunities for the firm. A principal concern of this course will be how “globalization” has brought about a worldwide convergence of values, and how current threats to globalization might alter a firm’s cross-border marketing strategy.</p> <p>The course will use lecture/discussion presentations by the Instructor, in-class exercises, and group presentations of assigned readings from the text. Students must be willing and ready to engage in classroom discussion if they expect to pass the course. In addition, a mid-term and final examination, small group presentations, and two short weekly written assignments will be required of all students.</p>	
<p>LEARNING OUTCOME</p> <p>This course is designed to provide students with valuable knowledge, experience and understanding of the international marketing theories and practices.</p> <p>On successful completion of the course, students should be able to:</p> <ul style="list-style-type: none"> • Have a comprehensive understanding of international marketing theories and practices • Should have the ability to apply these theories and concepts in a real environment • Ability to identify, analyse, and evaluate data, information related to international marketing • Have an understanding of the differences in the political, legal, economic, and 	

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cultural environment of nations. <ul style="list-style-type: none"> The ability to clearly identify and explain the issues major issues and challenges of international marketing 			
LEARNING RESOURCES			
Suggested textbook: International Marketing: An Asia-Pacific Perspective (7 th edition, 2016) Authors: Richard Fletcher, Heather Crawford			
WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Part A – The Environment of International Marketing Rationale for International Marketing	Chapter 1
	2	Avoiding the Pitfalls of the International Political and Legal Environment	Chapter 2
	3	Appreciating the dynamics of the International Economic and Financial Environment	Chapter 3
	4	Catering for the Social and Cultural Environment of International Marketing	Chapter 4
	5	Technology Change and International Marketing	Chapter 5
2	1	Contemporary Environmental Variables in International marketing	Chapter 6
	2	Part B – Strategies for International Marketing Research in International Markets International Market Selection and Entry	Chapter 7 Chapter 8
	3	Submit 1500 words assignment/Presentation	
	4	International Competitive Strategy Internationalization, Relationships and Networks	Chapter 9 Chapter 10
	5	Globalization Planning for Effective International Marketing	Chapter 11 Chapter 12
3	1	Part C – International Marketing Implementation Modifying Products for International Markets International Pricing for profit	Chapter 13 Chapter 14
	2	Promotion in International Marketing Effective International Distribution	Chapter 15 Chapter 16
	3	Marketing Services and Projects Overseas	Chapter 17
	4	International Marketing in the Decade Ahead	Chapter 18
	5	Final Exam	

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COURSE ASSESSMENTS	
Assessment Task	Weight
Attendance and class participation	10%
One-page Written Paper	20%
Small-Group Case Presentation	15%
3 Surprise Quizzes	15%
Final Exam	40%
Total	100%

DETAILS ON GRADE COMPONENTS

Attendance and Participation :

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (10% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion. It is important that you read the assigned readings as background information on the issue/topic *before* each class session. The classroom will provide you with an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

Please note the following: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. **Unexcused absence from five or more scheduled class sessions (which is a total of 33% of this course) will be grounds for failure.** If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (an in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions.

Accordingly, you are expected to come fully prepared and ready to participate **in** every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-

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quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.** Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments "safe?"
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

ONE-PAGE WRITTEN PAPERS

Each student must submit a one-page written paper at the end of each of the first two weeks, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class; the second weekly questions will be provided at the end of the prior week.

Quizzes :

1. Three surprise quizzes will be given during the course.
2. Each student is encouraged to take notes independently to prepare for the quiz's .
3. Each answer will be carefully – and with effort – marked, commented and returned.

Small-Group Case Presentation :

Students will be assigned to a small group and each of these groups will make an in-class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.

Examinations : An in-class final examination will be administered at the end of the course. Details of content, exam format, etc. will be announced in class well before the examination dates.

Course Grading :

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Mark
A	80-100
B	70-79
C	60-69

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D	50-59
E	0-49

To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.

Academic Integrity :

The academic ethics codes of the school are applied in this class. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details regarding the code.

CLASSROOM ETHICS & COURSE POLICIES

Being respectful of others’ opinions, values and culture

Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

Academic misconduct

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.

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