

DEREE COLLEGE SYLLABUS FOR: MK 4157 INTERNATIONAL MERKETING	
(Updated Fall)	UK LEVEL 6 UK CREDITS:15 US Credits 3/0/3
PREREQUISITES:	MK 2030 Introduction to Marketing or MK 2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Application of marketing principles to world markets in a variety of social, legal, technological and economic environments. Practices of international trade.
RATIONALE:	While marketing principles remain universal, their application in the mosaic of international markets requires adaptation in theory and skill in application. The course aims to equip the students with the necessary knowledge on how to present effective, and efficient marketing strategies worldwide. Key marketing management issues are discussed like the market entry strategies a company needs to use in order to enter foreign markets, international marketing approaches and standardisation versus adaptation as appropriate. The module also presents the role of the microenvironment for the design of the international marketing strategies
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate an understanding of the international business environment (socio-cultural, economic, political, etc.) and how it affects marketing strategies. 2. Develop and critically evaluate arguments and evidence about differences between domestic and international marketing strategies. 3. Critically evaluate markets and appropriate marketing strategies
METHOD OF TEACHING AND LEARNING:	<ul style="list-style-type: none"> ➤ In congruence with the teaching and learning strategy of the college, the following tools are used: Class lectures. ➤ Analysis and discussion of cases and assignments on international marketing issues. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or team project. ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. ➤ The blend of group and individual assignments are encouraged. The blend of the academic and professional

practice are highlighted throughout lectures.

ASSESSMENT:

Summative:

Project Individual (final assessment)	85%
Project Presentation	15%
Written project in an international marketing topic (4,000-4,100) words	

Formative:

In class presentation of preassigned case studies of cases 10 min	0%
Two formative submissions	0%
Mock Exam	0%

The written project tests Learning Outcomes 1, 2, 3.

The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.

INDICATIVE READING:

REQUIRED READING:

Doole, I., Lowe, R. and Kenyon, A. (2019), *International Marketing Strategy*, 8th edition, Cengage Learning.

RECOMMENDED READING:

BOOKS

Cateora, G. and Money, G. (2016), *International Marketing*, 17th edition, McGraw-Hill.

Green, M.C. and Keegan, W.J. (2020), *Global Marketing*, 10th edition, Pearson.

ARTICLES

Ahi, A., Baronchelli, G., Kuivalainen, O. and Piantoni, M. (2017), "International market entry: How do small and medium-sized enterprises make decisions?", *Journal of International Marketing*, Vol. 25, No. 1, pp. 1-21.

Firoz, N. M. and Topchaya, O. (2016), "East and West: Understanding consumer behavior in China, implications and practical applications for international marketing of US-based companies", *Franklin Business & Law Journal*, Vol. 2016, No. 4, pp. 67-82.

	<p>Fuchs, S. and Osselaer, V. (2015), "The handmade effect: What's love got to do with it", <i>Journal of Marketing</i>, Vol. 79, No. 2, pp. 98-110.</p> <p>Hofstede, G. (2011), "Dimensionalizing Cultures: the Hofstede model in context" Online Reading in Psychology and Culture, Vol. 2, No. 1, Article 11, pp. 1-20</p> <p>Nam, H. and Kannan, P.K. (2020), "Digital environment in global markets: Cross-cultural implications for evolving customer journeys", <i>Journal of International Marketing</i>, Vol. 28, No. 1, pp. 28-47.</p> <p>Perrea, T., Grunert, K.G. and Krystallis, A. (2015), "Consumer value perceptions of food products from emerging processing technologies: A cross-cultural exploration", <i>Food Quality and Preference</i>, Vol. 39, pp. 95-108.</p> <p>Perrea, T., Grunert, G.K., Krystallis, A., Huang, G. and Hu, Y. (2014), "Testing and validation of a hierarchical values-attitudes model in the context of green food in China", <i>Asia Pacific Journal of Marketing & Logistics</i>, Vol. 26, No. 2, pp. 296-314.</p> <p>Porter, M. (1990), "The competitive advantages of nations" Harvard Business Review, March – April 1990</p> <p>Schwartz, S. H. (2012), "An overview of the Schwartz Theory of Basic Values", Online Reading in Psychology and Culture, Vol. 2, No. 1, Article 8, pp. 1-20</p> <p>Tower, A.P., Hewett, K. and Fenik, A.P. (2019), "The role of cultural distance across quantiles of international joint venture longevity," <i>Journal of International Marketing</i>, Vol. 27, No. 4, pp. 3-21.</p> <p><u>Academic Journals</u> Journal of International Marketing Journal of Marketing Management European Journal of Marketing</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Written project submitted in Word using appropriate terminology</p>

SOFTWARE REQUIREMENTS:	Word, Excel
WWW RESOURCES:	www.stst-usa.gov www.ita.doc.gov www.usatradeonline.gov www.customs.ustreas.gov www.imf.org www.wto.org www.cia.gov www.oecd.org www.jetro.go.jp www.euromonitor.com http://ciber.bus.msu.edu/busres/htm www.worldchambers.com www.ipl.org/ref/RR/static/bus4700.html www.worldtrademag.com
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1.The international trading environment 2.Social and international considerations in international marketing 3.International Marketing Research and Opportunity Analysis 4.International niche marketing strategies for SME's 5.Global Strategies 6.Marketing Strategies 7.International Product Management 8.International Pricing Management 9.International Communications Management 10.International Distribution and Logistics Management 11.International Marketing through Digital Media