

## INTERNATIONAL MARKETING

<b>Course code</b>	MNG 124
<b>Course title</b>	International Marketing
<b>Type of course</b>	Compulsory
<b>Study level</b>	Undergraduate
<b>Department</b>	Bachelor Studies
<b>Year of study</b>	3 <sup>rd</sup>
<b>Semester</b>	Fall 2019
<b>Credits</b>	6 ECTS
<b>Lecturers</b>	Assoc. Prof. Dr. Saeed Shobeiri
<b>Study form</b>	Full-time
<b>Courses to have prior this course</b>	N.N.
<b>Course language</b>	English

### COURSE DESCRIPTION

This course aims to provide students with a strategic perspective of the role of marketing in international context. It explores how daily lives of global consumers are shaped by products from all over the world. Subsequently, the course discusses how international brands should consider the diversity of their consumers into consideration, when designing their products and services, in order to enhance their international competitiveness. Special emphasis is put on the application of emerging marketing paradigms – including experiential and transformational marketing – at international scales.

### SUBJECT LEARNING OUTCOMES (SLOs)

After successful completion of the course, students should be able to:

- SLO1. Understand global forces and major trends that shape international markets
- SLO2. Understand how marketing and branding decisions should reflect world market characteristics
- SLO3. Identify and classify potential opportunities to serve international markets
- SLO4. Develop effective marketing plans to systematically guide the internationalization endeavors of firms
- SLO5. Apply emerging paradigms (i.e. experiential and transformational marketing) to the context of international branding

### TEACHING METHODS

The course is entirely taught in English and is designed to achieve its objectives through a combination of various methods, including lectures, case studies, class discussions, etc. Course materials are selected to encourage active participation, co-operative and creative work, interactive communication and critical thinking.

SESSION	TOPIC	IN-CLASS HOURS		READINGS
		Lecture	Seminar	
1	Introduction to International Marketing: Scope, Benefits and Challenges	3	1	Case Study #1
2	Composition of World Markets: Main Forces and Key Players	3	1	Case Study #2
3	Lifestyle of international Consumers I: Global Micro Trends	3	1	Case Study #3
4	Lifestyle of international Consumers II: Global Macro Trends	3	1	Case Study #4
5	Identifying, Assessing and Targeting World Market Opportunities	3	1	Case Study #5
6	International Marketing Strategy I: Product Design	3	1	Case Study #6
7	International Marketing Strategy II: Pricing and Distribution	3	1	Case Study #7
8	International Marketing Strategy III: Communications	3	1	Case Study #8
9	Digital Revolution: Applications of Novel Technologies & New Media in International Marketing	3	1	Case Study #9
10	Stages of International Expansion and Key Expansion Strategies	3	1	Case Study #10
11	Designing an International Brand I: Experiential Perspective	3	1	Case Study #11



12	Designing an International Brand II: Transformational Perspective	3	1	Case Study #12
	<b>Total hours (for each group)</b>			

**REMARKS:**

1. For each session except session 1, students are required to read the corresponding case study in advance in order to be able to participate in class discussions. The links to access all case studies would be shared by the instructor at session 1.
2. PowerPoint slides for each session except session 1 would be available for download in advance. The slides are intellectual property of the instructor and should absolutely not be distributed or duplicated by any person/party without the written consent of the instructor.

**EVALUATION**

The evaluation consists of the following components (further details about the structure, requirements and timing of each component would be presented by the instructor at session 1):

1. The **Final Exam (individual evaluation)** accounts for **%50** of the final grade. The final exam includes all the topics covered during the lectures.
2. The **Written Paper (individual evaluation)** accounts for **%20** of the final grade. This assignment is based on the case studies covered during the sessions.
3. The **Final Project (group evaluation)** accounts for **%30** of the final grade. Each team has to develop a marketing and branding strategy to introduce a selected transformational offer in a specific foreign region.

**REMARKS:**

1. The instructor reserves the right to choose the **form of the exam** (multiple choice/ open answer questions/ essay).
2. **Attendance and participation** in sessions is not mandatory, but strongly recommended. Active participation in the class would help students grasp course materials more successfully, and apply those materials in their works more effectively.
3. If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their **right of retake**. The retake exam will cover all lectures discussed in class during the course. It will be held during the last week of the exam session and **will replace the 50% of the exam**. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay).
4. **Bonus points**. The instructors have the right to award very active students with up to **0,2** extra (grade) points. These "bonus points" will be only be awarded to students whose (rounded) final grade would increase after all.
5. Works submitted after the deadline would be subject to a **%15** delay penalty for each day of delay.

**SUGGESTED TEXT**

Cateora, P. R., Gilly, M. C., Graham, J. L., & Money, R. B. (2016). International Marketing. (17th ed.). New York, NY: McGraw-Hill Education.  
Textbook, ISBN-13: 978-0-07-784216-1 / ISBN-10: 0-07-784216-2