



MK 315: INTRODUCTION TO GLOBAL MARKETING
IES Study Abroad Paris BIA
SPRING 2025

DESCRIPTION: As the world progressively embraces a greater degree of globalization it becomes more important for organizations to recognize that they compete in a global environment. This introductory course will help students explore the fundamental concepts of marketing, introduce them to the marketing planning process, and broaden their knowledge to include a myriad of activities required to select, gain entry, and compete in the global market. Students will gain an appreciation for how crucial culture, environment, government relations, and economic systems are in affecting an organization's competitive advantage and strategic positioning.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

SCHEDULE: Section A (Tuesdays 11:55am to 3pm) Section B (Tuesdays 3pm to 6pm)

INSTRUCTOR: Mr. FOX

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None - this is an introductory marketing course, not recommended for marketing majors.

METHOD OF PRESENTATION: The course consists of 13 three-hour sessions, taking place once per week. Classes will involve a combination of:

- Lectures
- Class Discussions
- Case Studies
- Student Presentations
- Applied Learning Projects

Required work and form of assessment:

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|-----------------------------------|-----|
| • Mid-term | 25% |
| • Group assignments/presentations | 25% |
| • Participation and homework | 25% |
| • Final exam | 25% |

Case Studies

When assigned, Case Studies will require students to present their understanding of the case, and prepare:

- a) a brief summary,
- b) and answer the specific questions posed about the case study.

Mid-term

The exam will assess the student's ability to apply key concepts learned during the first half of the course.

Group Assignment

Details to be provided in class. Students will select a product or service and determine the market entry strategy for introducing the product or service to a selected country. Other group projects as assigned.

Final exam

The exam will assess the student's ability to apply key concepts learned throughout the course.

Participation and homework

The grade is based on completion of homework, in-class quizzes, case studies, general participation in class conversations, and any class activities.

Learning outcomes

By the end of the course, students will be able to:

- Explain what institutions, vocabulary, and players are relevant in the world of international business, and global marketing.
- Understand how different people and cultures perceive marketing, and access tools to start understanding different cultures and the implication this has on the world of marketing.
- Gain experience in analyzing the marketing environment and marketing-related decisions for an organization entering international markets.
- Learn key sources for researching the cultural, economic, ethical, and political environment and anticipate the influence each will have on marketing strategies and decision-making as applied in the global marketing strategy.

Content

Class	Content	Reading & assignments
Module 1 01/21	• Introduction to global marketing • Culture in International Marketing	Chapter 1 Chapter 2
Module 2 01/28	• Culture in International Marketing Cont. • Global Trade	Chapter 2 Chapter 3
Module 3 02/04	• Country Selection and Entry • International Marketing Planning • Globally Integrated Marketing Communications	Chapter 4 Chapter 5 Chapter 15
Module 4 02/11	• Markets and Segmentation in an International Context • International Positioning	Chapter 6 Chapter 7
Module 5 02/18	• Market Research in the International Environment • Applied Learning - Project & Discovery	Chapter 8
02/24-03/3	• SPRING BREAK	
Module 6 03/04	• Product and Brand Marketing	Chapter 9
Module 7 03/11	• Mid-Term 1.5h	
Module 8 03/18	• International Product Standardization and Adaptation • International Pricing	Chapter 10 Chapter 11
Module 9 03/25	• International Finance and Pricing Implications • International Sales Promotions and Public Relations	Chapter 12 Chapter 16
Module 10 04/01	• International Marketing Channel Management • International Distribution	Chapter 13 Chapter 14
Module 11 04/08 Out of Class	• Applied Learning – Group Activity	
Module 12 04/15	Group Presentations, all materials are due! • Any late submissions will have a reduced grade.	
Module 13 04/22	Group Presentations - Continued Putting it all together, final review.	
EXAM	Final Exam – time and date TBD by IES	



Required Readings

International Marketing, Baack, Czarnecka & Baack, SAGE 2nd edition, 2019
ISBN 978-1-5063-8921-9 / ISBN 978-1-5063-8922-6 (pbk)

Cases and additional readings as assigned – will be provided by the instructor.

Note:

Case study, additional readings and video assignments will be notified in class and posted weekly via Moodle. It is in your best interest to complete all required readings prior to class.

Quizzes and class activities will test if readings were completed. Failure to prepare for class will negatively impact your final grade, and/or lead to failure of the course.

ATTENDANCE POLICY

Your academics are a priority, and regular class attendance is mandatory, respectful, and essential to academic success. Being absent from class will prevent you from maximizing your learning and will negatively affect your participation grade.

If you must be absent, please email both your professor and the academic team as soon as possible (mfedon@iesabroad.org) and (emaines@iesabroad.org). Absences for medical reasons and/or emergencies will be considered excused, but justification will be required.

Please arrive on time for each class meeting. Arriving late for class is disruptive for faculty members and students alike and will prevent you from maximizing your learning. If you arrive more than 10 minutes late 3 times, it will count as an absence.

If you are absent during an exam, presentation, or other graded in-class assignment, you must provide justification for the absence, or you will receive an automatic F. In most cases, the justification will take the form of a *certificat médical* from a French doctor, which must be submitted within 24 hours of the absence.

It is understandable that students may occasionally be absent because they feel unwell physically or need to take a mental health day. For this reason, our attendance policy is lenient and allows each student to miss up to two class sessions without having it automatically affect the final grade in a course. Starting with the third unexcused absence, your final grade will be lowered by a third of a letter grade. For example:

Final grade: A-

- 1 unexcused absence: A-
- 2 unexcused absences: A-
- 3 unexcused absences: B+
- 4 unexcused absences: B
- And so on...

Lastly, an important reminder!

For any and all absences students are required to fill out the **ABSENCE FORM**, which can be found using the following link: <https://airtable.com/appwRScHoi8XeQUhz/shrkeAL2VXGdy1RH5>