DESCRIPTION:
International marketing is important as the world becomes increasingly globalized. In an international context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. The fact that a transaction takes place “across national borders” highlights the difference between domestic and international marketing.

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations.

The course uses:
- Several case studies of firms involved in implementing international marketing strategies.
- Current articles from business newspapers and magazines to be discussed on a daily basis to motivate class participation.

The selected articles illustrate the different concepts and tactics studied during the course and provide interesting and practical examples of European, Asian, and American firms implementing international marketing strategies.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF PRESENTATION: English

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:
- Lectures: Part of each class will consist of discussions of key themes. The students will be provided with the texts to read for each class - distributed through Moodle -, together with a list of reading questions designed to focus their attention on key points and concepts in the texts. These texts will form the basis of the class discussions.
- Class discussions, case studies and student presentations: in-class presentations will serve to illustrate the issues presented in the lectures, the readings and the research paper work. Additional reading may be assigned during the course of the semester.
- Group and single work: students will work on texts or in-class presentations individually or in groups up to 3 students.
- Video- and film presentation: screening of film extracts or entire movies. Students will be provided with background information about the films and a list of questions to consider when they view them.

REQUID WORK AND FORM OF ASSESSMENT:
- Course Participation - 10%
- Press Reviews and Oral Presentations - 20%
- Group Case Analysis - 20%
- Midterm Exam - 25%
- Final Exam - 25%

Each week, one student will present a press review by selecting a press article on the topic covered during the week. The students will also in turn present a short summary of the assigned readings which will be discussed in class.

GRADING:
The following numeric grading scale is applied:

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<tr>
<th>Percentage</th>
<th>Letter Grade</th>
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<tr>
<td>93-100</td>
<td>A</td>
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<tr>
<td>90-92.9</td>
<td>A-</td>
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<tr>
<td>87-89.9</td>
<td>B+</td>
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<tr>
<td>83-86.9</td>
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<td>80-82.9</td>
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<td>0-64.9</td>
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LEARNING OUTCOMES:
By the end of the course, students will be able to:
- Analyze the environmental variables that influence international marketing
- Describe the strategies and tactics that can lead to successful international marketing given those environmental conditions
- Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena
- Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations
- Analyze a real-world case study involving complicated international marketing issues and provide recommendations in both written form and in the form of a group presentation

ATTENDANCE POLICY:
Attendance is mandatory for all IES Abroad classes. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented medical or family emergencies. If a student misses more than two classes in any course half a letter grade will be deducted from the final grade for every additional absence. Seven absences in any course will result in a failing grade.

CONTENT:

<table>
<thead>
<tr>
<th>Session</th>
<th>Content</th>
<th>Assignments</th>
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<tr>
<td>Session 1</td>
<td>Course Overview. Basics of International Marketing.</td>
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<td>Session</td>
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| Session 2 | Cultural Environment: Culture, Elements of Culture. | - Hofstede’s Dimensions of Culture (class hand-out on Moodle).
- Myers E. The Culture Map (2014), Chapter 8: How late is late. Available on Moodle
- In class assessment: How we Perceive Time Affects How We Manage It: Monochronic vs. Polychronic Time. Innovint. Available on Moodle |
- “Hofstede’s 5 Dimensions of Culture.” Available at http://www.geert-hostede.com
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| Session 8 | The Economic Environment. | • “Multinational brewers look to tap Africa’s $13bn beer market,” Financial Times, April 18, 2017. Available online: https://www.ft.com/content/8ded3a9e-193b-11e7-9c35-0dd2cb31823a  
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• Market Potential Index 2017. globalEDGE/Michigan State University. May 19, 2017. Available online: https://globaledge.msu.edu/mpi#dimensions  
• Sources for International Marketing Research, KnowThis.com. Available online: https://www.knowthis.com/othermarketing-issues-weblinks/global-marketing  
<p>| Session 10 | Strategic Assessment tools Before Entering a Market. |                                                                                                                                                                                                           |</p>
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<td>Session 18</td>
<td>Review for Midterm.</td>
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<td>Session 19</td>
<td>MIDTERM EXAM</td>
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| **Session 22** | Communication & Promotional Strategies (Contd.) | - Berger, Jonah (2012). “Crafting Contagious,” Google Think Newsletter, July 2012 (available online).
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<tr>
<td>Session 24</td>
<td>Class Debate (English Parliament format) on Ethical considerations on Kraft Canada Group Presentations.</td>
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</table>
• Case Study: Ombre, Tie-Dye, Splat Hair: Trends or Fads?; “Pull” and “Push Social Media Strategies at L’Oreal Paris. (INSEAD) (2014).  
| Session 28 | Class Debate (English Parliament format) on Cultural Considerations on L’Oréal Group Presentation. |  |
| Session 30 | Review for Final Exam |  |

**REQUIRED READINGS:**
This course uses case studies as a teaching tool, which will be supplied in pdf format on the IES Abroad course Moodle page. These case studies are purchased from The Case Center and require payment of a per-student copyright fee. Your instructor will tell you how to access the case studies, and when to use them. All students taking the course will be charged the per-student fee for the case studies, whether they access them or not, and will be billed directly to their home address. You will receive an email after the end of the add/drop period with an explanation of these costs, which will be similar to textbook costs for a standard business course.
• “Hofstede's 5 Dimensions of Culture.” Available at http://www.geert-hofstede.com
• American Express: Step-by-step ideas for planning a new marketing campaign. Available online: https://www.americanexpress.com/uk/content/merchant/pdf/support-and-services/uk_marketing_guide.pdf
• Fick, Maggie (2017). “Multinational brewers look to tap Africa’s $13bn beer market,” Financial Times, April 18, 2017. Available online: https://www.ft.com/content/8ded3a9e-193b-11e7-9c35-0dd2cb31823a
• Hofstede’s Dimensions of Culture (class hand-out on Moodle)
• Market Potential Index 2017. globalEDGE/Michigan State University. May 19, 2017. Available online: https://globaledge.msu.edu/mpi#dimensions
• Myers Erin. The Culture Map (2014), Chapter 8: How late is late. Available on Moodle


RECOMMENDED READINGS:
• Chris Fill, Marketing Communications, Contexts, Strategies and Applications. ISBN 0 273 65500 0.