

INTERNATIONAL MARKETING

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| Course code | <i>MNG 124</i> |
| Compulsory in the programmes | <i>Business Management and Marketing</i> |
| Level of studies | <i>Undergraduate</i> |
| Number of credits | <i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i> |
| Course coordinator | <i>Dr. Saeed Shobeiri</i> |
| Prerequisites | <i>None</i> |
| Language of instruction | <i>English</i> |

THE AIM OF THE COURSE:

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 take the diversity of their customers into consideration when it comes designing products and services. In sum, the course provides a framework to be used by firms 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.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

| Course level learning outcomes (objectives) | Degree level learning objectives | Assessment methods | Teaching methods |
|--|--------------------------------------|--|------------------------|
| CLO1. Understand global forces and major trends that shape international markets | BLO1.1 BLO1.2 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |
| CLO2. Understand how marketing and branding decisions should reflect world market characteristics | BLO1.1 BLO1.2 BLO2.1 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |
| CLO3. Identify and classify potential opportunities to serve international markets | BLO1.1 BLO1.2 BLO4.1 BLO4.3 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |
| CLO4. Develop effective strategies to systematically guide the internationalization process of firms | BLO1.2 BLO4.1 BLO4.3 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |
| CLO5. Make effective decisions to adapt the firm's offer to international markets | BLO1.2 BLO2.1 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |

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| | BLO4.1 BLO4.3 | | |
| CLO6. Apply the popular paradigm of experiential marketing to the context of international branding | BLO1.1 BLO1.2 BLO4.1 BLO4.2 BLO4.3 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |
| CLO7. Apply the emerging paradigm of transformational marketing to the context of international branding | BLO1.1 BLO1.2 BLO4.1 BLO4.2 BLO4.3 | Final Exam, Individual Paper/Group Project | Lecture and Seminar |

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

| Topic | In-class hours | Readings |
|---|----------------|----------------|
| Introduction to International Marketing: Scope, Benefits and Challenges | 4 | Case Study #1 |
| Composition of World Markets: Main Forces and Key Players | 4 | Case Study #2 |
| Lifestyle of international Consumers I: Global Micro Trends | 4 | Case Study #3 |
| Lifestyle of international Consumers II: Global Macro Trends | 4 | Case Study #4 |
| Identifying, Assessing and Targeting World Market Opportunities | 4 | Case Study #5 |
| International Marketing Strategy I: Product Design | 4 | Case Study #6 |
| International Marketing Strategy II: Pricing and Distribution | 4 | Case Study #7 |
| International Marketing Strategy III: Communications | 4 | Case Study #8 |
| Digital Revolution: Applications of Novel Technologies & New Media in International Marketing | 4 | Case Study #9 |
| Stages of International Expansion and Key Expansion Strategies | 4 | Case Study #10 |

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| Designing an International Brand I: Experiential Perspective | 4 | Case Study #11 |
| Designing an International Brand II: Transformational Perspective | 4 | Case Study #12 |
| | Total: 48 hours | |
| CONSULTATIONS | 6 | |
| FINAL EXAM | 2 | |

FINAL GRADE COMPOSITION

| Type of assignment | % |
|----------------------------------|------------|
| <i>Group Components 30%</i> | |
| Group Project | 30 |
| <i>Individual Components 70%</i> | |
| Individual Paper | 20 |
| Final Exam | 50 |
| Total: | 100 |

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

The final exam includes all topics covered during the lectures. The lecturer reserves the right to choose the form of the exam. Details about the structure of the exam and the grading policy will be presented on the first day of the lectures.

Details about the Individual Paper and Group Project will be presented on the first day of the lectures and will be published online.

RETAKE POLICY

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 final 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.

ADDITIONAL REMARKS

For each session except session 1, students are required to consult the corresponding case study in advance in order to be able to participate in class discussions. The link to access the case study of each session (except session 1) would be shared by the instructor at the end of its previous session.

Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.

Bonus points. The instructor has the right to award 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.

PowerPoint slides for each session would be available for download in advance.

The PowerPoint 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.

Works submitted after the deadline would be subject to a %15 delay penalty for each day of delay.

Due to the dynamic nature of the content of the course, additional material can be assigned during the course. In case of unforeseen events the schedule will be adapted. The lecturer is trying to include actual and relevant materials – therefore the reading list may differ.

REQUIRED READINGS

Cateora, P., Graham, J., Gilly, M., & Money, B. (2019). *International marketing* (18th ed.). McGraw-Hill Education.

ADDITIONAL READINGS

Baack, D.W., Czarnecka, B., & Baack, D.E. (2018). *International marketing* (2nd ed.). SAGE Publications Ltd.

Kotabe, M., & Helsen, K. (2020). *Global marketing management* (8th ed.). Wiley.

Weiss, K.D. (2018). *Building an import/export business* (4th ed.). Wiley.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

*Programmes:
International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management*

| Learning Goals | Learning Objectives |
|---|--|
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| | BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| | BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| | BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| | BLO4.3. Students will be able to convey their ideas effectively in a written paper |

Learning objectives for the Bachelor of Social Science

*Programmes:
Economics and Data Analytics,
Economics and Politics*

| Learning Goals | Learning Objectives |
|--|---|
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| | ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| | ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| | ELO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| | ELO4.3. Students will be able to convey their ideas effectively in a written paper |