

COURSE SYLLABUS

COURSE TITLE:	International Marketing	COURSE CODE:	MKTG350
PREREQUISITES:	MKTG350	SEMESTER:	Fall 2020
INSTRUCTOR:	Sarah de Castro	CREDITS:	3
EMAIL:	decastrosarah@gmail.com	SCHEDULE:	Tuesday Group 1 8h30 - 11h30

COURSE DESCRIPTION:

The course is structured around key themes, each illustrated by case studies, current real-world examples and exercises. Each theme will underline key terminology, and be used to understand principles and theories.

The history, issues and context of each theme will provide students with a full understanding and encourage creative thinking based on learnings, with an emphasis on context and issues.

Learning by doing is key, both individual and group exercises in the form of case studies and marketing plans are designed to promote actionable awareness of the subject and aim to develop students' presentation skills.

COURSE OBJECTIVES:

To expose students to the various socio-cultural, economic and digital environments in which global marketing strategies are formulated and implemented. The cumulative impact of changes in these environments on marketing opportunities and threats will be examined. Students will be made aware of Corporate Social Responsibility as well as the ethical problems posed by mass consumption. Students will develop new insights and relevant skills for planning and responsibility expanding into global markets.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Apply the key themes and principles of marketing to a global marketing environment.
- Have an understanding of the complex economic and political issues that impact global marketing.
- Become sensitive to societal, cultural and environmental aspects as they affect global marketing.
- Differentiate and be able to define the principal methods of payment, entry strategies and supply / distribution issues.

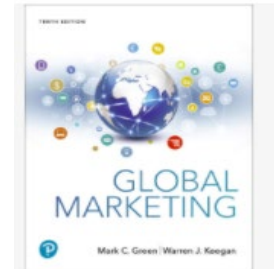
- Have an understanding of how the global marketing landscape has shifted over the last 10 years, following the digital disruption of industries, consumption and communication.

MANDATORY TEXTBOOK:

Global Marketing. Global Edition (9th edition) Keegan and Green, Pearson Education International.

Print ISBN: 9780134900216, 0134900219

eText ISBN: 9780134899763, 0134899768



EVALUATIONS:

The final grade will be determined as follows:

- 20% Term project individual (creative value proposition, marketing plan, and live pitch)
- 20% Group term project group (case study)
- 20% Participation (professional demeanor, courtesy towards other students, NO TEXTING, NO INTERNET, NO CHATTING -interacting with class, presenting skills, listening and re-telling)
- 20% Midterm written exam
- 20% Homework (your own and finding examples from the outside world to bring into the classroom)

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

Grades will be based on the following evaluation criteria:

CATEGORY	ACHIEVEMENT LEVEL 1 : BEGINNING	ACHIEVEMENT LEVEL 2 : DEVELOPING	ACHIEVEMENT LEVEL 3 : ACCOMPLISHED	ACHIEVEMENT LEVEL 4 : EXEMPLARY
Term project (Individual) Marketing plan & Value Proposition	There is no introduction that states the purpose or issues of the marketing plan. Goals, context, market and strategy are missing. VP absent.	The introduction is somewhat unclear and/or unconcise in contextualizing and naming the issues and objectives of marketing plan. Goals, context, market and strategy are unclear.	The introduction lacks detail in stating the purpose and issues of the marketing plan. Goals, context, market and strategy are slightly erroneous and / or lacking depth.	The introduction thorough and insightful clearly stating the purpose of and issues surrounding the marketing plan. Goals, context, market and strategy are clearly explored in line with current market conditions.

	There is no conclusion provided.	VP not specific to product. The conclusion is inconsistent with information presented.	VP present, relevant but could be improved. A conclusion and expected outcomes provided but lacks detail.	VP present, relevant, original and creative. A conclusion and expected outcomes clearly identified, alongside next steps.
Case Study (Group)	Does not display understand of main issues. No context. No use of professional terminology.	Identifies & understands few of the main issues. Limited use and misused professional terminology	Identifies & understands most of the main issues under review. Explores market context. Good use of professional terminology.	Thorough & insightful. Identifies and understand all the main issues and market context. Exemplary use of professional terminology.
Participation	Student attends but is not prepared. Student never takes active part in discussions. Not listening. Phone or web surfing.	Student is prepared. Student rarely takes active part in discussions. Listening and courteous but not engaged or interacting.	Student is prepared and prompt. Homework completed. Student actively takes part in discussions, bringing relevant topics. Listening and courteous as well as engaged & interacting.	Student is prepared and prompt. Homework always completed. Student actively initiates and takes part in discussions, bringing relevant topics & examples to add perspective and info to discussion. Listening, courteous & encouraging to others.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 22 Sept	Part 1 Chapter 1	Introduction to Global Marketing. Orientations. Basic theory of global marketing.
Session 2 29 Sept	Part 2 Chapter 2 & 3	International leverage. The Politico / Economic Environment. The digital disruption impact on marketing.
Session 3 6 Oct	Part 2 Chapter 4	Social and Cultural. Consumer culture. Defining: Hall's, high & low culture. Hofstede's Cultural Typology, the self-reference criterion & perception & Roger's
Session 4 13 Oct	Chapter 6 & 15	Diffusion theory in the age of the app. Marketing with and for technology.
Session 5 20 Oct ONLINE	Part 3 Chapter 7	Segmentation, targeting and positioning.
Session 6 27 Oct	Part 3 MID-TERM EXAM	
Session 7 3 Nov	Chapter 9	Global Market-Entry Strategies: Licensing, Investment and strategic alliances.
Session 8 10 Nov	Chapter 10	Branding part one (Brand equity. Brand and Product Decisions in Global Marketing) <i>Group work presentations</i>
Session 9 17 Nov	Chapter 11	Pricing Accessible, penetration and skimming strategies <i>Group work presentations</i>
Session 10 24 Nov	Paris 5 chapter 16	Branding part two (Brand action, in action) <i>Group work presentations</i>
1 Dec	No class	Journee enterprise
Session 11	Part 5	Corporate Social Responsibility

8 Dec	chapter 17	<p>What and why is shared value?</p> <p>Innovation and Entrepreneurship</p> <p><i>Group work presentations</i></p>
<p>Session 12</p> <p>15 Dec</p>	Chapter 17	<p>The future, trends and application</p> <p><i>All pitches</i></p>

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.