

Course: International Marketing

Degree/study: IBE

Course: Third and Fourth

Term: Second

Number of ECTS credits: 5

Hours of student's dedication: 125 hours

Language: English

Professor Theory classes: Lourdes Pérez

Professor Seminar classes: Gert Cornelissen

1. Overview of the course

This document outlines key information concerning the International Marketing course in 2012/13. Contents of the document are subject to minor changes. Updated information will be posted on the 'Aula Global' as required. Please make sure that you regularly log onto Aula Global.

The increasing opportunities and threats placed by the growth in international business makes the skills of the international marketer critical for business survival. This is true no matter what the business sector or type or size of firm. Even firms not directly involved in active international marketing are likely to be effected by internationalization, if only in the form of increased competition from international players.

This course examines core issues in international marketing, with every effort made to reflect the diversity of firms and markets across the world and not focused solely on western industrialized economies. The course starts by considering changes in the global marketplaces and emphasizes the importance of understanding cultural diversity in order for businesses to respond effectively to different market conditions. In addition to cultural factors, this course also examines other macro and micro-environmental factors which all help towards indentifying and evaluating market entry strategies. This course focuses on various key topics in international marketing planning, including: standardization vs. adaptation: marketing communications, looking at global branding and advertising, exporting, managing and logistics: pricing; ethical, financial and organizational issues.

2. Aims and Learning Outcomes

Aims

- To develop knowledge and understanding of key issues associated with international marketing:
 - Importance of global and international marketing
 - Motives to internationalization
 - The influence of macro-environment on market selection
 - Market entry modes

- Specific international issues affecting the 4Ps
- Financial, ethical, and organizational issues involved in international marketing
- To develop skills in researching and analyzing international marketing opportunities

Learning Outcomes

On successful completion of this course you will:

- Have developed an understanding of major issues related to international marketing
- Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
- Be able to assess an organization's ability to enter and compete in international markets.

3. Competences

Aims and objectives of this course are organized around two sets of competences, namely general and specific competences.

General competences:

- (1) Be able to effectively communicate in English ideas and arguments in support of realistic international marketing decisions- both in written and oral forms.
- (2) Teamwork. Discuss cases and examples that provide an understanding of what international marketing managers do. Actively listen to other people's opinions and viewpoints to enrich business proposals.
- (3) Proactive attitude towards learning, self discipline and rigorous work.
- (3) Develop a high level of analytical skills and critical thinking in an international marketing context: defining problems, identifying opportunities and interpreting their implications for decision making.
- (4) Be creative and flexible to integrate and apply selected behavioral and management science tools in solving international marketing problems (e.g. culminating project)

Specific competences:

- (5) Achieve an understanding of the international marketing concept and the different ways to internationalize a company. Become familiar with different frameworks and mechanisms for market entry strategies.
- (6) Evaluate opportunities and risks when making decisions about international markets.
- (7) Adapt and implement the basic elements of the marketing mix to successfully introduce products and services in a global context.

4. Teaching Methods

The delivery of the course will include lectures, supported by practical examples from case studies, guided reading and videos. Invited speakers will bring expertise and in specific fields. Everyone will be expected to play an enthusiastic and positive role in contributing to class discussions and everyone enrolled on this course is required to present case study material and other coursework during classes. You are encouraged to share your own individual experiences in different countries, cultures and businesses.

5. Assessment Criteria and Marking Guidelines

This course is assessed on the basis of:

Individual Closed book examination	35%	(2-hour multiple choice test)
Class participation in theory classes	15%	
Class Participation in seminar classes	20%	
Assignments in seminar classes	15%	
Group presentations in seminar classes	15%	

Please note that if you are called to present any coursework and you are not in class or don't come prepared, automatically you will get a zero on that assignment or class participation. No late assignments will be accepted. All written work is due in class on the due date. Please ensure that all assignments meet a minimum level of professionalism, regardless of content. Handwritten assignments will not be accepted. Also, please check all assignments for grammar and spelling. As class participation is very important in the assessment, we recommend students to regularly sit on the same places.

In the Final Exam, a minimum grade of 4 is required to pass this course.

Recuperation

Only the exam is recoverable if the exam grade is under 4 or when the exam is between 4 and 5 but the student final grade is below 5. The recuperation of the exam will take place in the subsequent term.

Attitude in class

An attitude that would be considered as unacceptable in the business environment will lead to a lowering of the final grade. Examples of lack of professionalism include: parallel conversations, being late, lack of respect, reiterative absences reflecting lack of commitment.

6. Bibliography and Supporting resources

Recommended course textbook

Keegan, W. J. And M. C. Green. "Global Marketing". Global Edition. Seventh Edition. Pearson Prentice Hall 2013.

Additional books which you may find useful

Johny Johansson, "GLOBAL MARKETING: Foreign Entry, Local Marketing, and Global Management", Fifth Edition, McGraw Hill International Edition, 2009

Hollensen, S (2010), Global marketing. Financial Times/Prentice Hall.

Ghauri, P. N. and P.R. Cateora (2010), International marketing. McGraw Hill

Usunier J-C., (2009), Marketing across cultures. Pearson Education Limited.

Other resources

Recommended journals include: Journal of International Marketing, International Marketing Review, Journal of Business Research, Journal of Marketing, the McKinsey Quarterly. In addition you should look for articles on international marketing in the general business press, e.g. The Economist, FT. It is highly recommended that you take advantage of the library's electronic resources for journal search and also researching companies and markets. In particular, the following databases which can be accessed via the library electronic resources are recommended:

For journal search: ABI/Inform Complete




















For researching companies, industries and markets: Sabi, Amadeus, Factiva, MarketLine

7. Schedule of Work/Topics

Theory Sessions

All the assignments are found in the 'Aula Global'-Section COURSEWORK-Theory Classes

Ch. (Chapters) in the assignment column refer to Chapters in the Keegan and Green "Global marketing" text book- See Bibliography section in this document.

WEEK	TOPIC	ASSIGNMENT
1 Jan 7,8	Introduction. Course overview. Global marketing and the international environment	 Chs. 1  Assignment
2 Jan 14,15	Innovation	 Case Assignment  Reading Assignment
3 Jan 21,22	Assessing International market opportunity: International marketing research	 Chs. 6  Reading Assignment 1  Reading Assignment 2
4 Jan 28,29	International market selection strategies and market entry strategies	 Chs. 9  Reading Assignment 1  Reading Assignment 2
5 Feb 4,5	International product and branding decisions	 Chs. 10  Case Assignment  Reading Assignment 1  Reading Assignment 2
6 Feb 11,12	Global Marketing communications	 Chs. 13,14,15. Speaker  Case Assignment
7 Feb 18,19	New Trends: CRM	 Case Assignment  Reading Assignment
8 Feb 25,26	Exports, Logistics and distribution	 Chs. 8,12. Speaker

9 March 4,5	Pricing for International markets	📖 Ch. 11 🕒 Case Assignment
10 March 11,12	Ethical, financial, organisational and control issues in international marketing Summary	📖 Ch. 17 🕒 Case Assignment

Seminar Sessions

Seminar sessions will take place on weeks 3, 5, 6, 8, 9 and 10.

List of cases:

IBM-Fujitsu Dispute

Mary Kay: Entry to China

Vietnam: Market Entry Decisions

EMDICO (A)

DHL Worldwide Express

Heineken N.V: Global branding and Advertising

8. Ground Rules for Learning and teaching

In order to succeed in this course, students need to provide evidence that learning has taken place in relation to the course. The most effective form of learning takes place over the 10 weeks rather than only in preparation for the exam. A requisite for learning is preparation on a continuous basis. Assignment work should be in written form.

Plagiarism

You may be tempted to hand in coursework containing work that you know are not completely your own, hoping that professors won't notice. This may be for several reasons such as shortage of time, hoping for a better grade or perhaps even lack of knowledge regarding how to correctly reference the sources of data used. This is plagiarism and it usually takes one of four forms.

- a. Copying chunks of text from books dissertations, journals or the web without acknowledgement (It is permissible, even desirable to quote extensively from the work of other writers on your subject, but all quotations should be fully referenced).
- b. Paraphrasing ideas from texts without stating their origin.(Instead use phrases such as “According to Whitelock and Fastoso (2007)”.
- c. Colluding with other students and submitting identical or near identical work.
- d. Copying the work of another student without that student’s consent.

For an online tutorial about plagiarism and correct referencing see

<http://learning.londonmet.ac.uk/TLTC/learnhigher/Plagiarism/>

Plagiarism will result in a fail mark.