



CIEE Global Institute - Rome

Course name:	International Marketing
Course number:	(GI) MKTG 3001 ROIT
Programs offering course:	Rome Open Campus
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2019

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Recognize impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Instruction will be supported by original and secondary materials, and will include films and case studies. The main classroom activity is discussion, initiated by short



lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including the term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to Denmark will be illustrated with a business site visit to at least one local company in the Copenhagen area that represents a global brand.

Assessment and Final Grade

1. Case Study Analysis and Discussion	15%
2. Midterm Exam	20%
3. Final Exam	25%
4. Research Paper	20%
5. Class Participation	20%
TOTAL:	100%

Course Requirements

Case Study Analysis and Discussion

Students are required to participate in the discussions that will take place in class. Throughout the course there will be several case studies, and it is extremely important that students read and analyze these cases prior to the class discussion.

Midterm and Final Exam

The exams are designed to assess student comprehension and ability to articulate core concepts related to international marketing. In each exam students will answer three essay based questions relating to topics covered in the class up to the exams.

Research Paper

An approximate 2000-2500 word research paper to be typed, double-spaced (12 font) on a topic related to international marketing is required. The topic of this paper has to be approved by the instructor. Original source materials, photographs, illustrations must be utilized. Citations and bibliography are required. Students must submit an annotated bibliography in advance of the final research paper submission, which will be worth 25% of the assignment.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations),



interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion



Weekly Schedule

Week 1 Orientation Week

Class 1:1 What are challenges and opportunities of international marketing?

Core concepts / terms of art
Global environmental drivers

Readings:

Marketing by Philip Kotler (<https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>)

Key concepts in marketing and international marketing – Giorgio Gandellini, 2010 – Page 1 of 9

([http://www.confindustria.pu.it/\\$file/_id1/20/_id2/0000008326.pdf](http://www.confindustria.pu.it/$file/_id1/20/_id2/0000008326.pdf))

EBook by Van Schaik Publishers and Eduflex.com contains a diverse collection of case studies that provide the reader with excellent examples of uniquely South African marketing theory and practice

(<http://www.eduflex.com/virtualbook/publications/marketing-case-studies.htm>)

The Scope and Challenge of International Marketing

(<http://novellaqalive2.mhhe.com/sites/dl/free/0073080063/343222/chapter1.pdf>)

Class 1:2 Marketing for a local (national) versus a global (multinational) audience: key factors that go into and distinguish both International trade frameworks and policy

Readings: Czinkota, Chapters 1-2;

Case: Coca-Cola: <https://www.smartling.com/international-marketing/>

Week 2

Class 2:1 The international marketing imperative

The international marketing plan
The role of culture

Readings: Czinkota, Chapters 3-4;

Class 2:2 Leveraging in international marketing

Analysis of resources and capabilities
Economic environment

Readings: Czinkota, Chapter 8;



Class 2:3 The political and legal environment

Consumer, industrial, and government markets

Readings: Czinkota, Chapter 5;

Case: IKEA Shanghai:

<https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=1324409>

Due date for Submission of Research Paper Outline

Week 3

Class 3:1 The international marketing environment

Strategic planning

Readings: Czinkota, Chapters 6, 7;

Class 3:2 Analyzing people and markets

Market entry and expansion. Review all notes, readings, and articles to prepare for Midterm Exam

Readings: Czinkota, Chapter 9

Class 3:3 Midterm Exam

Week 4

Class 4:1 Key analysis

Microenvironment: industry and competition analysis

Microenvironment: market and consumer analysis

Marketing organization, implementation, and control

Readings: Czinkota, Chapters 10

Class 4:2 SWOT Analysis

Product management and global brands

Readings: Czinkota, Chapters 11, 12



Class 4:3 Advertising, promotion, and sales

Pricing strategies and tactics

Readings: Czinkota, Chapters 13,14

Case: Imaginarium:

<https://hbr.org/product/imaginarium/IES155-PDF-ENG>

Due date for Submission of Draft Annotated Bibliography

Week 5

Class 5:1 International marketing strategies

Global distribution and logistics

Target market entry decisions

Readings: Czinkota, Chapters 15

Class 5:2 Joint ventures and alliances

Class 5:3 Social networks and communication

Readings: Czinkota, Chapter 16;

Case: Marks & Spencer:

http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf

Due date for Submission of Research Paper

Week 6

Class 6:1 Going to the global market: Product, promotion, price, place

Leadership, corporate social responsibility, and sustainability

Readings: Czinkota, Chapters 17-18

Case: Do Marketers Have to Be Extroverts?:

<https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

Class 6:2 New directions and challenges

In-class review of topics to date. Review all notes, readings, and articles to prepare for Final Exam



Class 6:3 Final Exam

Final Exam

Course Materials

Readings

- Czinkota, Michael, and Ilka Ronkainen. 2013. *International Marketing. 10th Ed.* Mason: South-Western College.
- Graham, J., Cateora, P, Gilly, M., *International Marketing*, McGraw-Hill Education, 2012
- Jobber, David & Ellis-Chadwick, Fiona, *Principles and Practice of Marketing*, 7th edition, McGraw Hill 2013.
- Philip T. Kotler and Kevin Lane Keller, *Marketing Management*, 15th Edition, Pearson, 2016
- Lund University, *Marketing Across Cultures: A case study of IKEA Shanghai*:
<https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=1324409>
- Harvard Business Review, *Imaginarium*: <https://hbr.org/product/imaginarium/IES155-PDF-ENG>
- Paper by Dr. Alon, Assistant Professor of International Business Department of Business Administration and Economics State University of New York Brockport, Marks & Spencer: http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf
- American Marketing Association, *Do Marketers Have to Be Extroverts?*:
<https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>
- International Marketing Strategy*, Fifth Edition. London: South-Western Cengage Learning. 2008.
<https://pdfs.semanticscholar.org/6b43/d8cd0b0e837e8d2e5c1de5d745436ddd4dd3.pdf>
- American Marketing Association, *Journal of International Marketing*:
<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/Current-Issue.aspx>
- Introduction to marketing by Philip Kotler (<https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>)
- Smartling, Coca-Cola: <https://www.smartling.com/international-marketing/>
- Competition Case studies: Blue Ocean Strategy Case Studies: Canon and JCDecaux (<https://www.blueoceanstrategy.com/bos-moves/>)
- Taking chicken to the world: A case study about Nandos by Sophie Neuz (http://sophie.neuz.free.fr/Rapports/Rapport_managt.pdf)
- 5 strategies to enter global markets: Blog by Maria Nicholas (<http://blog.redborder.com/5-strategies-to-enter-into-the-global-market/>)
- 13 Businesses with Brilliant Global Marketing Strategies: Blog by Hannah Fleishman (<https://blog.hubspot.com/blog/tabid/6307/bid/33857/10-Businesses-We-Admire-for-Brilliant-Global-Marketing.aspx#sm.00000nl4r00b1wfbez81ki4n1sxqh>)