



## **CIEE Global Institute – Berlin**

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| <b>Course name:</b>              | International Marketing   |
| <b>Course name:</b>              | (GI) MKTG 3001 BRGE   |
| <b>Programs offering course:</b> | Berlin Open Campus, Berlin Global Architecture and Design, Berlin Global Internship |
| <b>Open Campus track:</b>        | Business  |
| <b>Language of instruction:</b>  | English   |
| <b>U.S. semester credits:</b>    | 3   |
| <b>Contact hours:</b>            | 45  |
| <b>Term:</b>                     | 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 the conclusion of this course, students will be able to:

- Demonstrate understanding through specific examples of intercultural sensitivity in international marketing
- Use case studies to evaluate and identify the elements that contribute to successful and unsuccessful international marketing plans
- Distinguish between the elements required for local versus international marketing (generally) and in the German / European international markets (specifically)
- Create a sample 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 a mix of authentic and secondary materials, including 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 Berlin will be illustrated with a field trip to at least one local company that represents a global brand.

### **Assessment and Final Grade**

|                                       |      |
|---------------------------------------|------|
| 1. Midterm Exam:                      | 20%  |
| 2. Final Exam:                        | 20%  |
| 3. Oral Presentation:                 | 20%  |
| 4. Case Study Analysis & Discussions: | 20%  |
| 5. Participation:                     | 20%  |
| TOTAL:                                | 100% |

### **Course Requirements**

#### **Midterm and Final Exams**

Exams are designed to assess student comprehension and ability to articulate core concepts related to international marketing. Questions regarding material covered in class and during the visit to a local company will be given. Grading will depend on the accuracy and logic of the answers, as well as on the business English language used.

#### **Oral Presentation**

Students are required to prepare and present the marketing program of a German / Berlin brand. These include: Zalando, Rocket Internet, Air Berlin, KaDeWe, Bombardier Transportation, Axel Springer, among other. Guidelines will be provided for this 15-minute presentation, followed by a Q&A session. Presentations will start in the second week of the term.

#### **Case Study Analysis & Discussions**

Students are required to participate in the discussions that 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. Grading will be dependent on quality not on the quantity of the student's participation in the case study analysis and discussions.

### **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; <b>written warning</b> |
| More than 20%                                  | 3 content classes, or 5 language classes                 | Automatic <b>course failure</b> , and possible expulsion               |

### **Weekly Schedule**

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

#### **Week 1 Introduction to the class**

Class 1.1 Topics: What are challenges and opportunities of international marketing?  
Core concepts / terms of art

Class 1.2 Topics: Marketing for a local (national) versus a global (multinational) audience:  
key factors that go into and distinguish both

#### **Week 2 The international marketing imperative**

Class 2.1 Topics: The international marketing plan  
Leveraging in international marketing



Reading:  
Jobber: Chapters 1-2

Class 2.2      Topics: Analysis of resources and capabilities

Reading:  
Czinkota : Chapters 1-5;  
Cases: IKEA & Car Financing in China

**Due Date for Submission of Oral Presentation  
Case Study Analysis I**

**Week 3      The international marketing environment**

Class 3.1      Cultural, economic, political, and legal factors in international marketing and  
Midterm Exam

Reading:  
Jobber: Chapter 21

**Mid-Term Exam**

Class 3.2      Class Presentations

Reading:  
Czinkota: Chapters 6-7;  
Cases: BBQ Donut & Teva Pharmaceuticals Ltd.

**Case Study Analysis II**

**Week 4      Key analysis**

Class 4.1      Microenvironment  
Topics: industry and competition analysis; market and consumer analysis



Reading:

Jobber: Chapters 7-8

Class 4.2

SWOT Analysis

Class Presentations

Reading:

Czinkota: Chapters 10, 12, 13;

Case: Imaginarium

### **Case Study Analysis III**

Class 4.3

Visit to a Local Company

We will visit a local company to learn from their managers the marketing actions they undertake in order to achieve the business objectives. This field trip is mandatory and there will be a report assigned after the trip. It is expected that this report will contain the main elements learned during the visit, as well as the personal thoughts of the student as to what s/he learned during the visit.

**Week 5**

### **International Marketing Strategies**

Class 5.1

Topics: Target market entry decisions

Class Presentations

Reading:

Czinkota: Chapter 14

Class 5.2

Topics: Joint ventures and alliances

Reading: Czinkota: Chapter 16

Case: Oil for Food

### **Case Study Analysis IV**



**Week 6      Going to the Global Market: Product, Promotion, Price, Place**

Class 6.1      Channels and distribution strategies

Topics: International communications and global promotion strategies

Reading:

Czinkota: Chapters 17-18

Class 6.2      **Final Exam**

**Readings**

Czinkota, Michael, Ilkka Ronkainen and Gilbert Zvobgo. *International Marketing*. Cengage Learning EMEA, 2011.

Douglas, Susan, and C. Samuel Craig. *Global Marketing Strategy: Perspectives and Approaches*. Columbus, OH: McGraw-Hill, 1994.

Jobber, David & Ellis-Chadwick, Fiona, *Principles and Practice of Marketing*, 7th edition, McGraw Hill, 2013.

Further reading materials will be assigned on a week-by-week basis.

Professor will provide a complete list of complementary readings, media sources and articles published in German and international media in order to stimulate class debates and activities.

**Online Resources**

For international marketing, a myriad of websites to consult and get data are available. The main and most influential include:

Advertising Age. <http://adage.com/>

Bloomberg. <http://www.bloomberg.com/>

Financial Times. <http://www.ft.com/>

Reuters. <http://www.reuters.com/>



The Digital Marketing Magazine. <http://digitalmarketingmagazine.co.uk/>

The Economist. <http://www.economist.com/>

The New York Times. <http://www.nytimes.com/>

The American Marketing Association Publications.  
<https://www.ama.org/publications/Pages/default.aspx>