



CIEE Global Institute - Copenhagen

Course name:	International Marketing
Course number:	(GI) MKTG 3001 CPDK
Programs offering course:	Copenhagen 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:
- € Theorize, maneuver, and reconcile specific examples of intercultural sensitivity in international marketing tactics
 - € identify and evaluate elements 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
 - € Address the concerns of emerging and developing markets
 - € 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 and course literature 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 discussions, and the connection and relevance of the course to London 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%

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.

Visit/Guest Lecturer to/from a Local Company

Visits to local companies will be made to learn from marketing managers and the actions they undertake in order to achieve the business objectives. The site visit will relate to the syllabus topic of the week. These visits are mandatory and there will be a report assigned after the trip.

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.

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.

Unexcused absences will impact upon the final grade.

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 - Explore 6 building blocks of marketing / The art of branding
 Global environmental drivers -- see the benefits and challenges to which international marketing exposes consumers, suppliers, competitors, and countries.



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

This session, we will study the process of planning and conducting transactions across international borders. In-depth essentials of international marketing with strategies to handle competitive territorial moves.

The international marketing plan - process of company and market assessment, generating and achieving objectives, international strategy development, evaluation of alternative marketing strategies, and operational programs to support strategies.

The role of culture - Improve the success and increase the target market when including the importance of cultural diversity in regards to efforts such as brainstorming campaign ideas, problem-solving for revenue indicators, and strategies with content marketing.

Class 2:2 Leveraging in international marketing

This session will discuss the ability to influence a system, or an environment, in a way that multiplies the outcome.

Analysis of resources and capabilities

Know how to respond to (or preempt) market differentiation. Thorough understanding of how market capabilities influence market differentiation.

Discern global factors outside of the control of individual organizations affecting business operations.

Class 2:3 The political and legal environment

This session will allow the understanding of the major factors considered with respect to international law when planning to market globally.

Consumer, industrial, and government markets



Understand and discover the differences in the relationships between buyers and sellers in these markets.

Readings: Czinkota, Chapters 3-6;

Case: IKEA Shanghai:

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

Research Paper Outline Due

Week 3

Class 3:1 The international marketing environment

Master the international scale of the differences of the strategic planning efforts for the business growth.

Strategic planning

Realize the action of creating short and long-term plans for a business to remain a going concern.

Class 3:2 Analyzing people and markets

Decide what is going to sell, to which target market and with what marketing mix (product, place, promotion, price, and people).

Market entry and expansion - decisions to be made on the marketing opportunities and expansion considerations.

Review all notes, readings, and articles to prepare for Midterm Exam

Readings: Czinkota, Chapters 7-9

Class 3:3 **Midterm Exam**

Week 4



Class 4:1 Key analysis - key analysis for global marketing

Microenvironment: industry and competition analysis

Microenvironment: market and consumer analysis

Marketing organization, implementation, and control

Class 4:2 SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats associated with the business market positioning for new technologies and international trade agreements.

Product management and global brands

Recognize brand is known in global marketplace. Also consider wide footprint of all brand-related impressions. Grasp knowing when to tweak product features to benefit the maximum number of global target markets.

Class 4:3 Advertising, promotion, and sales

Note what media will be used to advertise the product to its appropriate target markets to drive sales and reach revenue projections.

Pricing strategies and tactics

The student will conceive the four main pricing policies/strategies such as premium pricing, penetration pricing, economy pricing, and price skimming.

Readings: Czinkota, Chapters 10, 12-14

Case: Imaginarium:

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

Research Paper Draft Bibliography Due

Week 5

Class 5:1 International marketing strategies

Focus on the context of the international markets.

Global distribution and logistics



Conceive how products are transported from point of origin to point of destination.

Target market entry decisions

Deciding whether or not to go global, which markets to enter and how, deciding on the marketing program, and marketing organization.

Class 5:2 Joint ventures and alliances

Students will be able to explain the different advantages and disadvantages between a joint venture and a strategic alliance.

Class 5:3 Social networks and communication

During this session, students will get the idea of the effects of social media when used as a marketing strategy and platform.

Readings: Czinkota, Chapters 15-16;

Case: Marks & Spencer: http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf

Research Paper Due

Week 6

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

Leadership, corporate social responsibility, and sustainability - what ethical, moral, and legal obligations do company leaders have to abide by with respect to our social, political, and ecological environments.

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

During this session, students will understand new directions and challenges associated with global marketing management including homeland security, international border restrictions, customs, etc.



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

Class 6:3 **Final Exam**



Readings

Czinkota, Michael, and Ilkka Ronkainen. *International Marketing*. 10th Ed. Mason: South-Western College. 2013.

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

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>

Online Resources

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

Lund University, Marketing Across Cultures: A case study of IKEA Shanghai:

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

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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>

Optional Resources

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>