



CIEE Global Institute – Sydney

Course name:	International Marketing
Course number:	(GI) MKTG 3001 SYAU
Programs offering course:	Open Campus
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	January 2020

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 Australia will be illustrated with a business site visit to at least one local company in the Sydney 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. 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

A 2500-word research paper will investigate 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

The Challenges and Opportunities of International Marketing

This class will cover the core concepts in terms of the course and the global environmental drivers of how businesses are marketed and evaluated.

Readings:

Chicago Humanities Festival. (2012). *Introduction to Marketing by Philip*

Kotler [YouTube Video]. Retrieved from:

<https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>

Gandellini, G. (2010). *Key Concepts in Marketing and International*

Marketing. Retrieved at:

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

Class 1:2

Marketing for a Local (national) Versus a Global (multinational) Audience

This class will discuss key factors that go into and distinguish both International trade frameworks and policies.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 1-2, 10th Ed.

Mason: South-Western College.

Case:

Smartling. (n.d.). *International Marketing – Comprehensive Guide*.

Retrieved at: <https://www.smartling.com/international-marketing/>

Class 1:3

The International Marketing Imperative

In this class students will explore and evaluate the international marketing plan.

The role of culture will also be considered and discussed at length.



Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 3-4, 10th Ed. Mason: South-Western College.

Class 1:4

Leveraging in International Marketing

The focus of this class will be on the analysis of resources and capabilities. Students will also discuss the current economic environment and the impact of this environment on leveraging in the international market.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 8, 10th Ed. Mason: South-Western College.

Week 2

Class 2:1

The Political and Legal Environment

Consumer, industrial, and government markets will be the focus of this class.

Reading:

Czinkota, M., & Ronkainen, I. (2013). *International Marketing*. Ch. 5, 10th Ed. Mason: South-Western College.

Case:

Pan, Y. (2005). *Marketing Across Cultures: A Case Study of IKEA Shanghai* (Master's Thesis). Retrieved from:

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

Due Date for Submission of Research Paper Outline

Class 2:2

The International Marketing Environment

Students will explore and be involved in strategic planning.

Readings:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 6-7, 10th Ed. Mason: South-Western College.

Students will undertake a visit as a class to an international business in the Sydney area paying specific attention to its marketing strategies for international markets and international environmental challenges for an Australian business.



Class 2:3

Analyzing People and Markets

Market entry and expansion will be the focus of this class. Students will be involved in developing expert groups around the topics discussed to date in order to review notes, readings, and articles to prepare for the Midterm Exam in the latter part of the class.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 9, 10th Ed. Mason: South-Western College.

Midterm Exam

Class 2:4

Key Analysis

Microenvironment: industry and competition analysis is discussed. Students will also explore concepts around microenvironment with regards to market and consumer analysis.

Marketing organization, implementation, and control is also explored in detail.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 10, 10th Ed. Mason: South-Western College.

Class 2:5

SWOT Analysis

Students are involved in analysing product management and global brands using the SWAT strategy.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 12-13, 10th Ed. Mason: South-Western College.

Week 3

Class 3:1

Advertising, Promotion, and Sales

Pricing strategies and tactics are discussed in this class. Examples from various businesses are compared and critiqued.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 13-14, 10th Ed. Mason: South-Western College.



Case:

Berasategui, L., Pares, F. & Renart, L. G. (2004). *Imaginarium*. Harvard Business Review. Retrieved at:

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

Class 3:2

**Due Date for Submission of Research Paper Draft and Annotated Bibliography
International Marketing Strategies**

Global distribution and logistics is discussed in the class. Target market entry decisions are also explored and the impact of meeting targets on business growth.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 15, 10th Ed. Mason: South-Western College.

Site visit to an international company

Class 3:3

Social Networks and Communication

The strategies adopted in the case are discussed in terms of understanding the reasons for company's failure in the past. The role of social media and technology in the outcomes of market share, profits and reputation are discussed. Various social network communication strategies for retail businesses are also explored.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 16, 10th Ed. Mason: South-Western College.

Case:

Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business Globally, *Journal of Management* 5(4), pp 1-8.

Class 3:4

**Due Date for Submission of Research Paper Assessment
Going to the Global Market: Product, Promotion, Price and Place**

In this class students will discuss the role of leadership, corporate social responsibility and sustainability.

Reading:

Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. Ch. 17-18, 10th Ed. Mason: South-Western College.

Jobber, D. & Ellis-Chadwick, F. (2013). *Principles and Practice of*



Marketing. 7th edition, McGraw Hill.

Case:

American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

Class 3:5

New Directions and Challenges

A well rounded perspective on the challenges of connecting a business globally are discussed in terms of history, geography language and religion in addition to the complex economic and business approach in and across countries.

Reading:

Graham, J., Cateora, P., & Gilly, M. (2012). *International Marketing*. 16th Ed., McGraw-Hill Education: USA.

Due Date for Submission of the Final Exam Assessment

Course Materials

Readings

- Berasategui, L., Pares, F. and Renart, L. G. (2004). *Imaginarium*. Harvard Business Review.
- Czinkota, M. & Ronkainen, I. (2013). *International Marketing*. 10th Ed. Mason: South-Western College.
- Doole, I. and Lowe, R. (2008). *International Marketing Strategy*, Fifth Edition. London: South-Western Cengage Learning.
- Graham, J., Cateora, P., & Gilly, M. (2012). *International Marketing*. McGraw-Hill Education.
- Jobber, D. & Ellis-Chadwick, F. (2013). *Principles and Practice of Marketing*. 7th edition, McGraw Hill.
- Kotler, P. T. and Keller, K. L. (2016) *Marketing Management*, 15th Edition, Pearson.
- Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business Globally, *Journal of Management* 5(4), pp 1-8.

Online Resources

- Alon, I. (2000). *Marks and Spencer: A Case Study in International Retailing*. Retrieved at: http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf
- American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>
- Berasategui, L., Pares, F. and Renart, L. G. (2004). *Imaginarium*. Harvard Business Review.
- Chicago Humanities Festival. (2012, November 26) *Introduction to marketing by Philip Kotler* Blue Ocean. (n.d.). Blue Ocean Strategic Moves – JC Decaux. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/jcdecaux/>
- Blue Ocean. (n.d.). Blue Ocean Strategic Moves – Canon. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/canon/>
- [YouTube Video]. Retrieved from: <https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>
- Fleishman, H. (n.d.). 13 Businesses with Brilliant Global Marketing Strategies. Retrieved at: <https://blog.hubspot.com/blog/tabid/6307/bid/33857/10-Businesses-We-Admire-for-Brilliant-Global-Marketing.aspx#sm.00000nl4r00b1wfbz81ki4n1sxqh>
- Gandellini, G. (2010). *Key concepts in marketing and international marketing*. Retrieved at: [http://www.confindustria.pu.it/\\$file/id1/20/id2/0000008326.pdf](http://www.confindustria.pu.it/$file/id1/20/id2/0000008326.pdf)
- Neuez, S. (2003). *Strategic Management – Nados International: Taking chicken to the world*: (Master's Thesis). Retrieved at: http://sophie.neuez.free.fr/Rapports/Rapport_managt.pdf
- Pan, Y. (2005). *Marketing Across Cultures: A case study of IKEA Shanghai* (Master's Thesis). Retrieved from: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=1324409>
- Smartling. (n.d.). International Marketing – Comprehensive Guide. Retrieved at: <https://www.smartling.com/international-marketing/>



Journal of International Marketing:

<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/Current-Issue.aspx>