



## **CIEE Global Institute – Shanghai**

<b>Course name:</b>	International Marketing
<b>Course number:</b>	(GI) MKTG 3001 SHCN
<b>Programs offering course:</b>	Open Campus
<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>	Spring 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 China will be illustrated with a business site visit to at least one local company in the Shanghai area that represents a global brand.

## **Assessment and Final Grade**

1. Case Study Analysis and Discussion	15%
2. Midterm Exam	20%
3. Marketing Plan	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 Exam**

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

### **Marketing Plan**

Students will be required to participate in a group project that will allow them to apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances through the development of an international marketing plan. Each group will select a product or brand as well as a country in the region that your company will market the product to. The overall project consists of three components: a) a 1500-word paper that focuses on macro-environmental issues (cultural analysis and economic analysis) (40%) b) a 12 minute presentation of your marketing plan during which each group member must present content (40% and c) a peer evaluation form through which you assess your peers' contribution to the



project (20%). The group project should demonstrate that you have identified theoretical frameworks, evaluated real-world factors that contribute to success of your international marketing plans and collaborated effectively with fellow group members.

### **Research Paper**

A 2500 word research paper (typed in 12 font and double-spaced) on a topic related to international marketing is required. The topic of this paper has to be approved by the instructor. Students are expected to use original source materials, photographs, and illustrations. Citations and bibliography are required. Students must submit an annotated bibliography in advance of the 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; <b>written warning</b>
More than 20%	3 content classes, or 5 language classes	Automatic <b>course failure</b> , 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

Case study: Disney in Shanghai and Hong Kong

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

Case study: BMW and the US-China trade war

Readings: Czinkota, Chapters 1-2;

#### **Week 2**

Class 2:1      The international marketing imperative

The international marketing plan



The role of culture

Case Study: IKEA in Shanghai

Readings: Czinkota, Chapters 3-4

Class 2:2      Leveraging in international marketing

Analysis of resources and capabilities  
Economic environment

Case Study: General Motors in South Asia

Readings: Czinkota, Chapter 8

Class 2:3      The political and legal environment

Consumer, industrial, and government markets

Readings: Czinkota, Chapter 5

**Research Paper Outline Due**

**Week 3**

Class 3:1      The international marketing environment

Strategic planning

Case Study: Tesla in Shanghai

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

Case study: Toyota's 'Just in Time' system and its suppliers in Japan

Readings: Czinkota, Chapters 10

Class 4:2      SWOT Analysis

Product management and global brands

Case Study: Li Ning's failure in the United States

Readings: Czinkota, Chapters 11, 12

Class 4:3      Advertising, promotion, and sales

Pricing strategies and tactics

Readings: Czinkota, Chapters 13,14

**Research Paper Draft Annotated Bibliography Due**

**Week 5**

Class 5:1      International marketing strategies

Global distribution and logistics

Target market entry decisions

Case study: Samsonite's distribution system in Asia



Readings: Czinkota, Chapters 15

**Marketing Plans will be presented in classes 5.1, 5.2 and 5.3**

Class 5:2 Joint ventures and alliances

Readings: Czinkota, Chapter 16

Class 5:3 Social networks and communication

Case Study: The rise of WeChat in China

Readings: Czinkota, Chapter 17

## **Week 6**

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

Leadership, corporate social responsibility, and sustainability

Case Study: Nike versus Greenpeace in China

Readings: Czinkota, Chapter 18

Class 6:2 Peer Review Session

In small groups students will discuss the content of their research and assist one another in improving and revising their research papers.

**Bring a draft of your research paper today**

Class 6:3 New directions and challenges

In-class review of topics to date and discussion of future challenges in the field.

**Research Paper Due**



## **Course Materials**

### **Readings**

All readings and cases will be provided by the professor and emailed to the students

### **Required Textbook:**

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