

**SEMESTER:**  
**MKT 4010: INTERNATIONAL MARKETING**  
**COURSE SYLLABUS**  
**DAY /TIME:**  
**LECTURER :**  
**CREDIT: 3 UNITS**

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### **COURSE DESCRIPTION**

An analysis of the key international marketing activities and functions. Topics include environmental constraints, exporting, international product planning, and international selling and advertising. The various concepts are integrated through the development of a complete international plan for the marketing of a product in another country.

*Prerequisite: MKT 3010*

### **COURSE OBJECTIVES**

By the end of this course, the learners should be able to:

- Define international marketing and identify the factors which influence firms to seek markets abroad.
- Analyse the international marketing environment with the aim of identifying threats of opportunities that
- Prepare an international research plan.
- Explain the major methods of entry and operation in international markets
- Develop marketing strategies incorporating product, price, promotion and place which are appropriate for foreign markets.
- Explain various marketing structures for foreign markets.

### **COURSE CONTENT**

#### **Week 1 : Global Marketing**

##### **OBJECTIVES:**

Define the Importance of Global Marketing

- Principles of International Marketing
- Management orientation
- Reasons for and against going international

#### **Week 2 & 3 : International Marketing Environment**

##### **OBJECTIVES:**

Expose the students to the general environment within which International Marketing takes place, and the effects it has in decision making process.

International Marketing Environment:

- Economic environment
- Political-legal environment
- Social-cultural environment

#### **Week 4 : International Marketing Research**

##### **OBJECTIVES:**

Study and Understand:

- Overview of information systems.
- Sources of marketing information.
- Marketing research.
  - Gathering information
  - Problems in international marketing research
- Current issues in research

#### **Week 5 & 6 : International Marketing Strategy**

##### **OBJECTIVES:**

Factors determining entry methods in servicing Foreign markets:

- i. Methods of Entry into International Market/ Marketing Channels:
  - International Entry, Expansion, Positioning
  - Exporting
  - Licensing
  - Joint Venture
- ii. Competitive Analysis
- iii. Competitive Innovation
- iv. Various Forms of Servicing those markets
- v. Advantages and disadvantages of each mode entry.

#### **Week 7: MID-QUARTER EXAMINATION**

#### **Week 8 : Product Decisions**

##### **OBJECTIVES:**

Expose the students to factors affecting product related decisions from an international perspective.

#### **Week 9 & 10: Pricing Decisions**

##### **OBJECTIVES:**

Discuss factors affecting price, its importance in the product mix.

#### **Week 11 : International Promotion:**

##### **OBJECTIVES:**

- What is the importance of promotion to an international marketer.
- What parameters determine the decision making for promotional strategy.

#### **Week 12 : International Marketing Channels of distribution:**

##### **OBJECTIVES:**

Understand the importance of physical distribution channels / e-marketing.

- Export departmentation
- International division

#### **Week 13 : Managing Marketing Programs/ Future of Global Marketing.**

##### **OBJECTIVES:**

Expose students of factors likely to affect the future of international marketing and its impact to global economy.

#### **Week 14 : FINAL EXAMINATION**

#### **TEACHING METHODOLOGY**

The following teaching methodologies will be used:

- Lectures
- Group discussions
- Class presentations
- Field surveys/visits
- Case study analysis
- Video shows and analysis

**COURSE TEXT**

Keegan, Warren J, *Global Marketing Management* 4th ed. (Englewood.Cliffs, New Jersey.: Prentice-Hall, 1989.)

**READINGS**

Vern Tepstra, *International Marketing* 4th ed. (Chicago: The Dryden Press, 1987.)  
 Richard, Barret & Ronald E. Muller: *The Global Reach*. (New York: Simon & Schuster Publishers, 1974.)  
 Philip, R. Harris, Robert T. Mular *Managing Cultural Differences* (Houston: Gulf Publishing Company, 1979.)  
 Raymond Vernon & Louis T. Well STR *Manager In the International Economy* (Englewood Cliffs, New Jersey: Prentice-Hall, 1986.)

**COURSE EVALUATION**

Class participation	
Assignments case studies	15%
Term Paper	15%
Mid-quarter Examination	30%
Final Examination	40%

**GRADING**

90	-	100	A
87	-	89	A-
84	-	86	B+
80	-	83	B
77	-	79	B-
74	-	76	C+
70	-	73	C
67	-	69	C-
64	-	66	D+
62	-	63	D
60	-	61	D-
Below	-	59	F