

INTERNATIONAL MARKETING (UNDERGRADUATE)

1. Welcome to this semester's class on International Marketing.

International marketing focuses on factors in the environment that shape how companies bring their products and services (their offerings) to a range of markets. The international in international marketing emphasizes the decision of a firm to sell its offering outside its home market. When a firm goes enters an international market it needs to consider a range of economic, political, social and cultural factors. Our class will examine some of these factors and discuss some strategies that firms use to become successful in their international expansion.

2. During the course you will:

- Learn about the basic concepts of International Marketing
- Have opportunities to increase your international outlook
- Have time to learn and improve your presentation skills in English
- Have opportunities to prepare business reports

3. Course materials

- The main course book is: Keegan, W. J. (2014). Global Marketing Management,. I recommend you get your own copy of this. I will refer to it in class.
- The syllabus, course briefs and feedback are on my website: <https://stanworth.site>
- To register for a grade please go to my cloud: <https://stanworth.cloud/apps/forms/s/wS6q9Z2Y5F2tLKKGqQTqyQDs>
- To input group details please go to: <https://stanworth.cloud/s/npB3zH7SKKWnBSA>
- To review your details and grade information please login into the cloud (click “shared with you” on the left side)
- Presentation upload: <https://stanworth.cloud> (user: ncue-student & *20ncue20*)
- Please **read this syllabus, the mid-term brief, final brief and individual report** to avoid problems and mistakes.

4. Course teaching approach

The class will be taught through lectures, in class exercises, presentations and discussion. The emphasis is on understanding the main concepts that underlie international marketing that can help you in your work-life.

5. Assessment

<i>Group part</i>	<i>Percentage</i>	<i>Comments</i>
Group - mid term project	25	Report & presentation
Group - final project	30	Report & presentation

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Group – cases reports	10	Mini-presentations on case questions (once)
<i>Individual part</i>	<i>Percentage</i>	<i>Comments</i>
Individual quizzes	25	Weekly during teaching weeks
Individual report	10	Submitted in the last week

6. Some basics for our class

We have quite a large class so the **following procedures** are important. Please take care to submit assignments on time, practice presentations to keep to time and avoid missing class participation. By being professional in your approach you help yourself, others and me to enjoy our class experience.

(a) Quizzes

- The quizzes will be done online. **You need to be able to get online in class**. You need to bring a notebook computer, a pad or some other device that can go online.

(b) Project due dates

- Part 1: **27th March (upload by 26th to the cloud)**
- Mid-term: **17th April (upload (1) report to my website and (2) ppt to the cloud by 16th April).**
- Final: **12th June (upload (1) report to my website and (2) ppt to the cloud by 11th June).**
- The individual report must be uploaded by **21st June**.










(c) Other rules for assessment

- Please let me know if you cannot attend class (from time-to-time we all have issues). Unexplained absences will affect your grade.
- Group work includes peer review. This can affect your grade.
- Do not overrun on presentation time. **Practice!** When time is up. . . time is up.
- Technology (e.g., phones, pads and notebook computers) is useful. Please use it in class (e.g., taking notes, checking dictionaries, looking up information, checking company names). As **responsible adults** you should decide how to use technology to support your learning.









I am looking forward to an interesting semester with all of you!

Professor James Stanworth

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Week	Subject issues	Reading	Notes	
NOTE: Our course is a blended (mixed) delivery class – which combines classroom time, self-study and use of the virtual classroom – in the cloud.			Classroom  I will update this part as we go through the semester	
			Virtual classroom  Talk in the Cloud	
NOTE: Website access is: - Your English name (e.g., james) - PW is im2025			Online Video  Self-study	
Week 1	Introduction to the class			Input your names into the class sheet Get the class book Get the reading for week 2 Visit the class website Complete the mini-introduction (Login to the cloud)
Week 2	Introduction to Global Marketing	Chapter 1		Confirm groups Quiz
Week 3	The global economic environment	Chapter 2		Quiz 1-5 (see the cloud – forms)
Week 4	Global cultural environment	Chapter 4		Quiz
Week 5	Part 1 presentations on projects			Upload before class starts
Week 6	Global marketing information systems and research	Chapter 6		

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Week 7	Reading week – preparation for mid-term			See website for project Brief II.
Week 8	<i>University holiday</i>			
Week 9	<i>Mid-term project presentations & reports</i>			
Week 10	Project feedback. Using Word to write a report.			Bring your laptop. Goal is minimum one between two.
Week 11	Global customers	Chapter 5		
Week 12	Segmenting, targeting and positioning	Chapter 7	 AND 	WATCH the video BEFORE coming to class. Class will start at 14.00 but will be shorter. <i>Quiz on the cloud</i>
Week 13	Product decisions	Chapter 10	 AND 	WATCH the video BEFORE coming to class. Class will start at 14.00 but will be shorter. <i>Quiz on the cloud</i>
Week 14	Global marketing channels	Chapter 12	 AND 	WATCH the video BEFORE coming to class. Class will start at 14.00 but will be shorter. <i>Quiz on the cloud</i>
Week 15	Pricing decisions	Chapter 11		Quizzes on the cloud See Website for project Brief III
Week 16	<i>Final project presentations & report</i>			
Week 17 & 18	Self-study: - Revising the final project report - Preparing the individual report			