

# 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: **27<sup>th</sup> March (upload by 26<sup>th</sup> to the cloud)**
- Mid-term: **17<sup>th</sup> April (upload (1) report to my website and (2) ppt to the cloud by 16<sup>th</sup> April).**
- Final: **12<sup>th</sup> June (upload (1) report to my website and (2) ppt to the cloud by 11<sup>th</sup> June).**
- The individual report must be uploaded by **21<sup>st</sup> 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  |  |
|--|---|-----------|--|--|
| <b>NOTE:</b> Our course is a blended (mixed) delivery class – which combines classroom time, self-study and use of the virtual classroom – in the cloud. |   |           | <b>Classroom</b>  I will update this part as we go through the semester |  |
|  |   |           | <b>Virtual classroom</b>  Talk in the Cloud                             |  |
| <b>NOTE:</b> Website access is:<br>- Your English name (e.g., james)<br>- PW is im2025   |   |           | <b>Online Video</b>  Self-study   |  |
| Week 1   | Introduction to the class                         |           |   | Input your names into the class sheet<br>Get the class book<br>Get the reading for week 2<br>Visit the class website<br>Complete the mini-introduction<br>(Login to the cloud) |
| Week 2   | Introduction to Global Marketing                  | Chapter 1 |   | Confirm groups<br>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                  |           |   | <b>Upload before class starts</b>  |
| 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 &amp; 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 <b>BEFORE</b> coming to class. Class will start at 14.00 but will be shorter.<br><i>Quiz on the cloud</i> |
| Week 13 | Product decisions   | Chapter 10 |  AND  | WATCH the video <b>BEFORE</b> coming to class. Class will start at 14.00 but will be shorter.<br><i>Quiz on the cloud</i> |
| Week 14 | Global marketing channels   | Chapter 12 |  AND  | WATCH the video <b>BEFORE</b> coming to class. Class will start at 14.00 but will be shorter.<br><i>Quiz on the cloud</i> |
| Week 15 | Pricing decisions   | Chapter 11 |    | Quizzes on the cloud<br>See Website for project Brief III   |
| Week 16 | Review  |            |   |   |
| Week 17 | <i>Final project presentations &amp; report</i>   |            |   |   |
| Week 18 | Self-study:<br>- Revising the final project report<br>- Preparing the individual report |            |   |   |

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