



**International Business Management Program
Faculty of Business Administration
Second Semester, Academic Year 2014**

I. Course Code: MG 328

Course Title: International Marketing

Course Type: Major Elective

Number of Credits: 3(3-0-6)

Prerequisite: MK 109

Class Time: Tuesday/Thursday 9.30 – 11.00

Course website: <https://sites.google.com/site/payapmk328/home>

II. Course Description

The importance of international markets, external environmental factors affecting international marketing, economic cooperation between countries, marketing research and international marketing strategies.

III. Instructor: Ann Kathrin Hassenburs

Position: Full time Instructor

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IV. Course Objectives

Upon completing this course, students should be able to:

- Understand the external issues affecting international marketing activities including the economic, social/cultural and political/legal environments.
- Identify and assess global marketing opportunities and threats in the international marketplace.
- Gain experience in developing international marketing strategies.
- Understand the process of implementing global marketing strategies and adapting marketing activities to specific market needs.

V. References

Required:

Cateora (2013): *International marketing*, 16th Edition, McGraw-Hill

Supplemental reading:

Kotabe,Helsen (2012): *Global Marketing Management*, John-Wiley & Sons Inc.,

VI. Expectations

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

VII. Course Policies

1. Academic Honesty

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

2. Handing in Assignments

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

3. E-mail

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

4. Attendance

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early (by 15 minutes) will be counted as late and **three will equal an absence**. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

5. Disruptions to class

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

VIII. Course Assessment Scheme

Class Discussion and Participation – Individual (15%)

Your grades will be based on evaluation of your participation in class. Each one of you is expected to contribute to class discussions. This includes preparation for class by reading the text and presenting your opinions of materials covered in class. Questions, comments and participation in discussions are encouraged. Not coming to class **will not** negatively affect your grade but restrict your opportunity to positively affect your grade. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

Quizzes – Individual (15%)

The 3 quizzes (5% each) are a concept check in preparation for the group project and individual case study. Each chapter covered will have a relatively equal number of questions that will be in chapter order.

Case study Presentation– Pair or Group– Work (15%)

This presentation is based on a case study assigned by the instructor. The students are expected to present a detailed and analytical summary of the case study and answer any questions. The assignment will require critical thinking skills as well as knowledge gained from the course. The objective of this assignment is to show the students' ability to apply the theory which has been taught in class to a real life situation.

International Marketing Launch Plan- Group Work (35%)

This assignment involves students working in groups of 4-5 to develop an International Marketing Launch Plan. Your company is considering introducing a product in a foreign country. You have been asked to prepare a report to your company President and Board of Directors.

The Project has several milestones:

Milestone #1:

Form groups of 4-5 and email the students' names and student number to your instructor

DUE: Email sheet with team members' names and student numbers to your instructor!

Milestone #2:

As you have formed groups, you now have to decide on a country you want to market an assigned product. The **country has to be approved by the instructor before you start working on it!**

Due: Email sheet with team members names, student number and chosen country to your instructor!

After passing the milestones you can work on your project: Your instructor will give you two products to choose from after the cultural analysis of your chosen country is completed!

Cultural Analysis Presentation (15% of your final grade)

Present a detailed cultural analysis of your chosen country.

Due: Power Point presentation in week 6

Written Report: A written report (20%) will be due in the last week of the semester. More details on the specifics will be discussed throughout the semester. In order to ensure that every member of the group does his/her fair share of the work a peer evaluation form has to be handed in by all group members.

Mid-Term Exam – Individual (20%)

Cumulative knowledge from class discussions, assignments focussing on the chapters covered in the first half of the semester

IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

Participation	15%
Quizzes	15%
Mid- Term Exam	20%
Case study presentation	15%
Group Project	35%
Total	100%
Individual	(50%)
Pair work / Group	(50%)

X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

Date/ Week	Topic	Assignments	Due
(1) 6.1.	Introduction, ice breakers Setting the scene Course Syllabus	Check course website, read course outline, if not done yet: enrol for course	
(1) 8.1.	What is International Marketing? What challenges are involved?	Required reading: Cateora: Chapter 1: The Scope and Challenge of International Marketing	
(2) 13.1.	Protectionism and Trade Restrictions	Required reading: Cateora: Chapter 2: The Dynamics of International Markets Milestone 2: In your groups of 4-5, country where you want to market and prepare sheet for submission	Milestone 1: Form groups of 4-5 and email the students' names and student number to your instructor
(2) 15.1.	History and Geography	Required reading: Cateora: Chapter 3: Geography & History: The Foundations of Cultural Understanding	
(3) 20.1.	The Importance of culture for international Marketers	Required reading: Cateora: Chapter 4: Cultural Dynamics in Assessing Global Markets	Milestone 2: Students submit country to be reviewed and approved by the instructor
(3) 22.1.	Business Customs and Impact of Cultures	Required reading: Cateora: Chapter 5: Business Customs and Practices in International Marketing	
(4) 27.1.	In-class activity	Milestone 3: Group Presentation: Cultural Analysis of	Quiz I Ch. 1, 2 & 4

Date	Topic	Assignments	Due
(4) 29.1.	The Impact of Politics on International Marketing Quiz Review	Required reading: Cateora: Chapter 6: The Political Environment	
(5) 3.2.	Develop a global vision through Marketing Research	Required reading: Cateora: Chapter 8: Researching International Markets	
(5) 5.2.	Economic Development and its impacts on Marketing	Required reading: Cateora: Chapter 9: Economic Development and the Americas	
(6) 10.2.	Cultural Analysis Presentation		Group Presentation: Present a cultural analysis of your chosen country (15%)
(6) 12.2.	Cultural Analysis Presentation		
(7) 17.2.	Economic Unions and international cooperation	Required reading: Cateora: Chapter 10: Europe, Africa and the Middle East	
(7) 19.2.	Economic Unions and international cooperation	Required reading: As above	Quiz II: Ch. 6, 8 & 9
(8) 24.2.	Quiz Review		
(8) 26.2.	Catch-up and review for mid-term exam	Prepare questions regarding mid-term exam	
Midterm Examination Period 02.03. – 07.03. 2015			
(9) 10.3.	Diversity across Regions	Required reading: Cateora: Chapter 11: The Asia Pacific Region	
(9) 12.3.	Diversity In-class assignment	Case Study: Prepare an assigned case study presentation Required reading: As assigned by the	

		instructor	
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Date	Topic	Assignments	Due
(10) 17.3.	Global vs. National Marketing	Required reading: Cateora: Chapter 12: Global Marketing Management: Planning and Organization Assignment: Case Study Presentation	
(10) 19.3.	Case Study Workshop	Required reading: Assigned Case Study	
(11) 24.3.	Consumer Products & Services	Required reading: Cateora: Chapter 13: Products and Services for Consumers	
(11) 26.3.	Q&A session on group project	Required reading: Prepare questions regarding your final group project	
(12) 31.3.	Case Study Presentation		Assignment: Case Study Presentation Hand-in: Slides + notes
(12) 2.4.	Case Study Presentation		
(13) 7.4.	International Marketing Channels	Required reading: Cateora: Chapter 15: International Marketing Channels	
(13) 9.4.	Pricing for International Markets	Required reading: Cateora: Chapter 18: Pricing for International Markets	
Songkran Holiday (12.-17.4.)			
(14) 21.4.	Integrated Marketing Communications	Required reading: Cateora: Chapter 16: Integrated Marketing Communications and International Advertising	Quiz III: Ch. 12, 15 & 18
(14) 23.4.	Integrated Marketing Communications	Required reading: Cateora: Chapter 16: Integrated Marketing Communications and International Advertising	
(15) 28.4.	Cross-Cultural Negotiations	Required reading: As assigned by the instructor	
(15) 30.4.	Cross-Cultural Negotiations	Required reading: As assigned by the instructor	Assignment Written International Marketing Launch Plan (20%)
Final Examination Period 04.05. – 16.05. 2015			