

INTERNATIONAL MARKETING

Course Syllabus

1. General Information

Course name: International marketing

Course code: MAR

Number of credits: 2

Faculty: Marketing

Instructors:

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2. Objectives

By the end of this course, students should be able to have achieved the objectives set up for this course and have developed the competencies listed above.

Moreover, at the end of this course, students should be able to:

- Analyze the environmental variables that influence international marketing;
- Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints;
- Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena;
- Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;
- Analyze a real-world case study involving complicated international marketing issues and provide recommendations in both written form and in the form of a group presentation;
- Produce a comprehensive international marketing plan.

3. Abstract

International marketing is important as the world becomes increasingly globalized. In an international context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. The fact that a transaction takes place “across national borders” highlights the difference between domestic and international marketing.

International Marketing addresses global issues and describes concepts relevant to all international marketers, regardless of their international involvement. Notwithstanding the extent of global perspective that firms may have, they are affected by the competitive activity in the global marketplace. It is this perspective that the authors bring into this edition of the text. The text focuses on the strategic

implications of competition in different markets. The environmental and cultural approach to international marketing permits a truly global orientation. Thus the reader's horizon is not limited to any specific nation but the text provides an approach and framework for identifying and analyzing the important cultural and environmental uniqueness of any nation or global region.

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations.

4. Teaching and learning methods

Lectures: 24h

In class discussion & practice: 6h

Individual reading:

5. Prerequisites

Principles of Marketing

6. Learning outcomes

On successful completion of this unit a learner will gain a solid understanding of the theoretical and conceptual principles of International marketing; and understand how to develop and manage an international marketing strategy.

- 6.1. Understand the overview about international marketing.
- 6.2. Understand cultural environment of international markets.
- 6.3. Understand how to assess international market opportunities.
- 6.4. Understand how to develop international marketing strategies.
- 6.5. Understand how to implement international marketing strategies.
- 6.6. Understand how to plan an international marketing plan.

7. Assessment criteria

Outcomes	Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1	Understand the overview about international marketing	<ul style="list-style-type: none"> Describe and explain the scope and challenge of international marketing; Understand to explain the dynamic environment of international trade.
LO2	Understand cultural environment of international markets	<ul style="list-style-type: none"> Understand to explain history and geography: the foundations of culture; Understand to explain cultural dynamics in assessing international markets;

Outcomes	Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
		<ul style="list-style-type: none"> • Explain the nature of culture, management style, and business systems; • Understand the political environment: a critical concern; • Understand the international legal environment: playing by the rules.
LO3	Understand how to assess international market opportunities	<ul style="list-style-type: none"> • Understand to explain developing a international vision through marketing research; • Explain the general picture of economic development and the americas; • Explain Europe, Africa, and The Middle East as the international markets • Analyze the Asia Pacific region.
LO4	Understand how to develope international marketing strategy	<ul style="list-style-type: none"> • Understand principles of international marketing management: planning and organization; • Be able to analyze products and services for consumers; • Be able to analyze products and services for businesses; • Explain main international marketing channels; • Explain integrated marketing communications and international advertising; • Explain personal selling and sales management in international marketing; • Explain principles of pricing for international markets.
LO5	Understand how to implement international marketing strategy	<ul style="list-style-type: none"> • Understand how to negotiate with international customers, partners, and regulators.
LO6	Understand how to plan an international marketing plan	<ul style="list-style-type: none"> • Understand how to develope an international marketing plan and be able to pratice an international marketing plan.

8. Outlines

Chapter 1. The scope and challenge of international marketing

- 1.1. The internationalization of U.S. business
- 1.2. International marketing defined
- 1.3. The international marketing task
- 1.4. Environmental adaptation needed
- 1.5. The self-reference criterion and ethnocentrism: Major obstacles
- 1.6. Developing an international awareness
- 1.7. Stages of international marketing involvement
- 1.8. The orientation of international marketing

Chapter 2. The dynamic environment of international trade

- 2.1. The twentieth to the twenty-first century
- 2.2. World trade and U.S. multinationals
- 2.3. Protectionism
- 2.4. Easing trade restrictions
- 2.5. The international monetary fund and world bank group
- 2.6. Protests against global institutions

Chapter 3. History and geography: The foundations of culture

- 3.1. Historical perspective in global business
- 3.2. Geography and global markets
- 3.3. Dynamics of global population trends
- 3.4. World trade routes
- 3.5. Communication links

Chapter 4. Cultural dynamics in assessing international markets

- 4.1. Culture's pervasive impact
- 4.2. Definitions and origins of culture
- 4.3. Elements of culture
- 4.4. Cultural change

Chapter 5. Culture, management style, and business systems

- 5.1. Required adaptation
- 5.2. The impact of culture on management style
- 5.3. Management styles around the world
- 5.4. Gender bias in international business
- 5.5. Business ethics
- 5.6. Synthesis: Relationship-oriented information-oriented cultures

Chapter 6. The political environment: A critical concern

- 6.1. The sovereignty of nations
- 6.2. Stability of government policies
- 6.3. Political risks of global business
- 6.4. Assessing political vulnerability
- 6.5. Lessening political vulnerability
- 6.6. Government encouragement

Chapter 7. The international legal environment: playing by the rules

- 7.1. Bases for legal systems
- 7.2. Jurisdiction in international legal disputes
- 7.3. International dispute resolution
- 7.4. Protection of intellectual property rights: a special problem
- 7.5. Cyberlaw: Unresolved issues
- 7.6. Commercial law within countries
- 7.7. U.S. laws apply in host countries
- 7.8. Export Restrictions

Chapter 8. Developing a global

- 8.1. Vision through marketing research
- 8.2. Breadth and scope of international marketing research
- 8.3. The research process
- 8.4. Defining the problem and establishing research objectives
- 8.5. Problems of availability and use of secondary data
- 8.6. Gathering primary data: quantitative and qualitative research
- 8.7. Problems of gathering primary data
- 8.8. Multicultural research: A special problem
- 8.9. Research on the internet: A growing opportunity
- 8.10. Estimating market demand
- 8.11. Problems in analyzing and interpreting research information
- 8.12. Responsibility for conducting marketing research
- 8.13. Communicating with decision makers

Chapter 9. Economic development and the americas

- 9.1. Marketing and economic development
- 9.2. Marketing in a developing country
- 9.3. Big emerging markets (BEMs)
- 9.4. The Americas
- 9.5. Strategic implications for marketing

Chapter 10. Europe, Africa, and the Middle East

- 10.1. La Raison d'Etre
- 10.2. Patterns of multinational cooperation
- 10.3. Global markets and multinational market groups
- 10.4. Europe
- 10.5. Africa
- 10.6. Middle East/North Africa (MENA)
- 10.7. Implications of market integration

Chapter 11. The Asia Pacific region

- 11.1. Dynamic growth in the Asia Pacific region
- 11.2. Bottom-of-the-Pyramid Markets (BOPMs)
- 11.3. Market metrics
- 11.4. Asia Pacific Trade Associations
- 11.5. A focus on diversity within China

Chapter 12. International marketing

- 12.1. Management: Planning and organization
- 12.2. International marketing management
- 12.3. Planning for global markets
- 12.4. Alternative market-entry strategies
- 12.5. Organizing for international competition

Chapter 13. Products and services for consumers

- 13.1. Quality
- 13.2. Products and culture
- 13.3. Analyzing product components for adaptation
- 13.4. Marketing consumer services globally
- 13.5. Brands in international markets

Chapter 14. Products and services for businesses

- 14.1. Demand in international Business-to-Business (BB) markets
- 14.2. Quality and global standards
- 14.3. Business services
- 14.4. Trade shows: A crucial part of business-to-business marketing

14.5. Relationship marketing in business to- business contexts

Chapter 15. International marketing channels

15.1. Channel-of-distribution structures

15.2. Distribution patterns

15.3. Alternative middleman choices

15.4. Factors affecting choice of channels

15.5. Channel management

15.6. The internet logistics

Chapter 16. Integrated marketing

16.1. Communications and international advertising

16.2. Sales promotions in international markets

16.3. International public relations

16.4. International advertising

16.5. Advertising strategy and goals

16.6. The message: Creative challenges

16.7. Media planning and analysis

16.8. Campaign execution and advertising agencies

16.9. International control of advertising: Broader issues

Chapter 17. Personal selling and sales management

17.1. Designing the sales force

17.2. Recruiting marketing and sales personnel

17.3. Selecting sales and marketing personnel

17.4. Training for international marketing

17.5. Motivating sales personnel

17.6. Designing compensation systems

17.7. Evaluating and controlling sales representatives

17.8. Preparing U.S. personnel for foreign assignments

17.9. Developing cultural awareness

17.10. The changing profile of the international manager

17.11. Foreign-language skills

Chapter 18. Pricing for international markets

18.1. Pricing policy

18.2. Approaches to international pricing

18.3. Price escalation

18.4. Sample effects of price escalation

18.5. Approaches to reducing price escalation

18.6. Leasing in international markets

18.7. Countertrade as a pricing tool

18.8. Price quotations

18.9. Administered pricing

18.10. Getting paid: Foreign commercial payments

Chapter 19. Inventive negotiations with international customers, partners, and regulators

19.1. The dangers of stereotypes

19.2. The pervasive impact of culture on negotiation behavior

19.3. Implications for managers and negotiators

19.4. Inventive international negotiations

Chapter 20. A guide for developing an international marketing plan

20.1. An overview

20.2. The cultural environment of global marketing

20.3. Assessing international market opportunities

20.4. Developing global marketing strategies

9. Required textbooks

Cateora, P., Graham, J. and Gilly, M. (2016), International Marketing, 18th Edition, McGraw-Hill Education

10. Suggested textbooks

Mark C. Green_ Warren J. Keegan (2020) - Global marketing (10th Edition), Pearson

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Introduction Chapter 1: The scope and challenge of international marketing	<ul style="list-style-type: none"> Introduce about lecturer Course introduction: <i>outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</i> The internationalization of U.S. business International marketing defined The international marketing task Environmental adaptation needed The self-reference criterion and ethnocentrism: major obstacles Developing a global awareness Stages of international marketing involvement The orientation of international marketing <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss the differences between old and newest international marketing concepts Critical-thinking exercises 	<p>Before class:</p> <ul style="list-style-type: none"> Reading chapter 1 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> Reading the course's syllabus Subgroups Choose the topic of the group exercise
2	Chapter 2: The dynamic environment of international trade	<ul style="list-style-type: none"> The twentieth to the twenty-first century Balance of payments Protectionism The international monetary fund and world bank group Protests against global institutions <p><u>Activity</u></p>	<p>Before class:</p> <ul style="list-style-type: none"> Reading chapter 2 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> Reading the course's syllabus Subgroups Choose the

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	topic of the group exercise
	Assignment coaching	<ul style="list-style-type: none"> • Review of contents of assignment • Answer students' questions on assignment 	
3.	Chapter 3: History and geography: the foundations of culture	<ul style="list-style-type: none"> • Historical perspective in global business • Geography and global markets • Dynamics of global population trends • World trade routes • Communication links <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 3 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
4	Chapter 4: Cultural dynamics in assessing global markets;	<ul style="list-style-type: none"> • Culture's pervasive impact • Definitions and origins of culture • Elements of culture • Cultural change <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 4 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
	Chapter 5: Culture, management style, and business systems	<ul style="list-style-type: none"> • Required adaptation • Degree of adaptation • The impact of American culture on management style • Management styles around the world • Gender bias in international business • Business ethics • Synthesis: relationship-oriented information-oriented cultures <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 5 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> - Give examples, discussion and critical thinking 	
5	Chapter 6: The political environment: a critical concern;	<ul style="list-style-type: none"> • The sovereignty of nations • Stability of government policies • Political risks of global business • Assessing political vulnerability • Lessening political vulnerability • Government encouragement <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 6 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
	Chapter 7: The international legal environment: playing by the rules	<ul style="list-style-type: none"> • Bases for legal systems • Common vs. Code law • Jurisdiction in international legal disputes • International dispute resolution • Protection of intellectual property rights: a special problem • Cyberlaw: Unresolved issues • Commercial law within countries • U.S. laws apply in host countries • Export restrictions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 7 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
6	Chapter 8: Developing a global	<ul style="list-style-type: none"> • Vision through marketing research • Breadth and scope of international marketing research • The research process • Defining the problem and establishing research objectives • Problems of availability and use of secondary data • Gathering primary data: 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 8 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>quantitative and qualitative research</p> <ul style="list-style-type: none"> • Problems of gathering primary data • Multicultural research: A special problem • Research on the internet: A growing opportunity • Estimating market demand • Problems in analyzing and interpreting research information • Responsibility for conducting marketing research • Communicating with decision makers • Appendix: sources of secondary data <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	
	Tasks' assignments tutorial	<ul style="list-style-type: none"> • Review of contents of requirements of tasks of the assignment • Answer students' questions related to tasks in theirs 	
7	Chapter 9: Economic development and the americas	<ul style="list-style-type: none"> • Marketing and Economic Development • Marketing in a developing country • Big Emerging Markets (BEMs) • The Americas • Strategic implications for marketing <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 9 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	Chapter 10: Europe, Africa, and the Middle East	<ul style="list-style-type: none"> • La Raison d'Etre • Patterns of multinational cooperation • Global markets and multinational market groups • Europe • Africa • Middle East/North Africa (MENA) • Implications of market integration <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 10 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
	Chapter 11: The Asia Pacific region	<ul style="list-style-type: none"> • Dynamic growth in the Asia Pacific Region • Bottom-of-the-Pyramid Markets (BOPMs) • Market metrics • Asia Pacific Trade Associations • A focus on diversity within China <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 11 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
8	Chapter 12: Global marketing	<ul style="list-style-type: none"> • Management: Planning and organization • Global marketing management • Planning for global markets • Alternative market-entry strategies • Organizing for global competition <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 1-12 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
	Middle term	<ul style="list-style-type: none"> • Do middle term exam with 2-4 	

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	exam	essay questions.	
9	Chapter 13: Products and services for consumers	<ul style="list-style-type: none"> • Quality • Products and culture • Analyzing product components for adaptation • Marketing consumer services globally • Brands in international markets <u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	Before class: <ul style="list-style-type: none"> • Reading chapter 13 of required textbooks After class: <ul style="list-style-type: none"> • Do tasks of the assignment
	Chapter 14: Products and services for businesses	<ul style="list-style-type: none"> • Demand in global Business-to-Business (BB) markets • Quality and global standards • Business services • Trade shows: A crucial part of Business-to-Business marketing • Relationship marketing in Business to- Business contexts <u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	Before class: <ul style="list-style-type: none"> • Reading chapter 14 of required textbooks After class: <ul style="list-style-type: none"> • Do tasks of the assignment
10	Chapter 15: International marketing channels	<ul style="list-style-type: none"> • Channels • Distribution patterns • Alternative middleman choices • Factors affecting choice of channels • Channel management • The internet • Logistics <u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	Before class: <ul style="list-style-type: none"> • Reading chapter 15 of required textbooks After class: <ul style="list-style-type: none"> • Do tasks of the assignment
11	Chapter 16: Integrated marketing	<ul style="list-style-type: none"> • Communications and international advertising • Sales promotions in international 	Before class: <ul style="list-style-type: none"> • Reading chapter 16 of required

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		markets <ul style="list-style-type: none"> • International public relations • International advertising • Advertising strategy and goals • The message: Creative challenges • Media planning and analysis • Campaign execution and advertising agencies • International control of advertising: broader issues <u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	textbooks After class: <ul style="list-style-type: none"> • Do tasks of the assignment
	Chapter 17: Personal selling and sales management	<ul style="list-style-type: none"> • Designing the sales force • Recruiting marketing and sales personnel • Selecting sales and marketing personnel • Training for international marketing • Motivating sales personnel • Designing compensation systems • Evaluating and controlling sales representatives • Preparing U.S. personnel for foreign assignments • Developing cultural awareness • The changing profile of the global manager • Foreign-language skills <u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	Before class: <ul style="list-style-type: none"> • Reading chapter 17 of required textbooks After class: <ul style="list-style-type: none"> • Do tasks of the assignment
12	Chapter 18: Pricing for international markets	<ul style="list-style-type: none"> • Pricing Policy • Approaches to international pricing • Price escalation 	Before class: <ul style="list-style-type: none"> • Reading chapter 18 of required textbooks

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> • Sample effects of price escalation • Approaches to reducing price escalation • Leasing in international markets • Countertrade as a pricing tool • Price quotations • Administered pricing • Getting paid: Foreign commercial payments <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
	Tasks' assignments tutorial	<ul style="list-style-type: none"> • Review of contents of requirements of tasks of the assignment • Answer students' questions related to tasks in theirs 	
13	Chapter 19: Inventive negotiating with international customers, partners, and regulators	<ul style="list-style-type: none"> • The dangers of stereotypes • The pervasive impact of culture on negotiation behavior • Differences in language and nonverbal behaviors • Implications for managers and negotiators • Inventive international negotiations • Conclusions <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 19 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment
14	Chapter 20: A guide for developing a marketing plan	<ul style="list-style-type: none"> • An overview • The cultural environment of global marketing • Assessing global market opportunities • Developing global marketing strategies 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading chapter 20 of required textbooks <p>After class:</p> <ul style="list-style-type: none"> • Do tasks of the assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<u>Activity</u> <ul style="list-style-type: none"> - Discussing the concepts - Give examples, discussion and critical thinking 	
15	Feedback on the assignment	<ul style="list-style-type: none"> • Presentations' teams • Give comments on the assignment results 	Give questions and discuss each other.
	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	20%
2	Midterm exam (individual)	10%
3	Group assignment	20%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots. In addition, the students are encouraged to actively participate in discussion of case studies and discussion questions to further increase the component score.

Midterm exam

In the 8th slot, students will be given a case study/a scenario with some relevance to the International marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

The group research assignment requires student to work with other members in some case studies or encourages students to apply knowledge and analyze aspects of international marketing in a real case in order to become familiar with the reality of principles of international marketing activities and then present a report. For examples:

- Analyze the international marketing environment affecting marketing activities of a certain product in the current market.
- Analyze one of the four marketing mix policies of a certain product in the current international market.
- Develop an international marketing plan for a domestic product in the current market.

Students will choose or be assigned a case study and a group (4-5 members). As a

result of the group project, each group must deliver a research report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to International marketing in the course.