

BUS325E International Marketing

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Course Information:

Spring 2017

Monday and Wednesday

Section a: 10:30-11:50h

Section b: 13:30-14:50h

Course Goals and Learning objectives

The main objectives of the course are to enable you to understand in some depth:

1. The complexity of global marketing environment in which multinational enterprises operate.
2. The theoretical framework of international marketing
3. The international dimensions of marketing
4. The importance of international marketing

The means to attain these objectives include a thorough study of class notes, slides, case analysis, and in-class small group discussions.

Course Outline

UNIT I: UNDERSTANDING MARKETING AND INTERNATIONAL MARKETING

- Domestic Marketing
- International Marketing
- Why International Marketing
- Core Marketing concepts

UNIT II: INTERNATIONAL MARKETING ENVIRONMENT

- The Cultural Environment
- The Economic Environment
- The Political and Legal Environment

UNIT III: STRATEGIC PLANNING AND ANALYZING OPPORTUNITIES

- Strategic marketing process: planning, implementation and control phases.
- International market expansion: Phases
- Strategic options for international Expansion
- Market Entry Method Options

UNIT IV: CROSS-CULTURAL CONSUMER BEHAVIOR

- Culture and Consumer Behavior
- The influence of culture on certain aspects of behavior
- The global convergence of consumption patterns
- Mixed local/global consumer behavior

UNIT V: IDENTIFYING MARKET SEGMENTS AND SELECTING TARGET MARKETS

- Variables to Segment
- International Segmentation

UNIT VI: INTERNATIONAL MARKETING MIX

- International Product: Standardization vs Adaptation
- International Pricing
- International Promotion
- International Distribution management

BIBLIOGRAPHY

Basic Course Bibliography

- Cateora, P.R., Gilly, M.C., & Graham, J.L. (2016). *International Marketing*, 17th Edition
- Usunier, J.C. & Lee, J.A. (2013). *Marketing Across Cultures*. 6th edition. Prentice-Hall: England.

*References for basics on Domestic Marketing

- Kotler, P. *Marketing Management*. 10th Ed. Prentice Hall.
- Kotler, Philip., and Gary Armstrong. *Principles of Marketing*. 13rd edition. Pearson Prentice Hall; New Jersey.

Complementary Bibliography.

- Czinkota M.R., & Ronkainen. I.A. (2013). *International Marketing*. 10th edition. Thomson South-Western, USA.
- Jeffrey Edmund Curry. *A short course in international marketing: approaching and penetrating the global marketplace /*. 2009
- Stone, M.A., & McCall, J.B. (2004). *International Strategy Marketing: A European perspective*. Routledge, Taylor & Francis Group: London and New York.
- Ruey-Jer "Bryan" Jean, Jhy-Shen Chiou, Shaoming Zou. *International marketing in rapidly changing environments*. Bingley: Emerald Group Publishing Limited, 2013.
- Scott Swan K., Shaoming Zou. *Advances in international marketing*. Volume 23,

*Interdisciplinary approaches to product design, innovation, & branding
in international marketing I. 2012.*

General Course Policies

Please keep your cell phones turned off during class.

Course Requirements and Grading

Final Examination	20%
Mid-term	20%
4-Quizzes	20%
Final Project	20%
Class Participation & Activities	20%

Note: All assignments, quizzes, and examinations will be announced in class.

- Final Project: Following the International Marketing Plan hand-out given in class, students (Groups of 2-4) will have to develop the project introducing a product and/or service in a foreign country. After doing so they will have to present this project in class for about 15 minutes.

Attendance and Punctuality

Attendance is mandatory. More than 3 unexcused absences will result in the lowering of the final grade. Students with more than 2 such absences may not challenge the final grade received. Punctuality is required.

Academic Dishonesty

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. Avoid plagiarism by citing sources properly (using footnotes or endnotes and a bibliography).

Students with Disabilities

If you have a disability that requires special academic accommodation, please speak to your professor within the first three (3) weeks of the semester in order to discuss any adjustments. It is the student's responsibility to provide the International Center with documentation confirming the disability and the accommodations required (if you have provided this to your study abroad organization, they have most likely informed the International Center already but please confirm).

Behavior Policy

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor has a right to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.