LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	MKTC XX
Subject Title	**:**	International Marketing
Subject Specification	**:**	For students in Marketing Communication Major

Subject Overview **:** International Marketing is one of the courses in the Communication Study Program, especially in the concentration of Marketing Communication which covers International Marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research. The factors governing the decision of a company to market their products or services are explored in detail. Individual and team projects form a core part of this course to enable the student to apply the theory to professional practice.

Course Objectives **:**

1. The students recognize the importance of International Marketing for brands that plan to go Internationally.
2. To gain a solid understanding of the theoretical and conceptual principles of International marketing
3. To understand how to develop and manage a strategic International Marketing initiative
4. Utilize basic components of the International Marketing Model, to compare and contrast various global marketing environments (politics, economics, cultural, etc.)
5. Develop skills necessary to create International Marketing strategies in products, price, promotion and distribution, and especially in marketing communication.

Course Method: The subject consists of lecturer presentations, discussions, questions and answers, course work, and paper submissions. It is expected that each student will regularly attend classes and participate in class discussions. Real world and fictitious case studies will be provided by the lecturer for the purpose of discussion. A Study Guide accompanies the subject; additional readings will be assigned to students on a per session basis.

Learning Outcome (Competence) **:**

Knowledge : Able to explain the International Marketing background and analyse and describe how to operate International Marketing for brands as well as key factors for a brand that will develop into an International brand.

Skill : Able to apply analytical thinking, strategic planning, presentation skill, negotiation skill, teamwork, and comprehention of International environment..

Attitude : Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction Overview International Marketing
2	The Cultural and Dynamic Environment
3	International Marketing Research
4	International Marketing Concept
5	International Market Entries Strategies
6	Global Product Adaptation
7	Review of lecture materials for Mid Exam
8	Mid Examination
9	Global Service Brand
10	Logistic Management
11	Managing Relation Global Channel
12	Pricing Strategy Globally
13	Promotion Strategy
14	Project Presentation. 2nd coursework
15	Review for final Examination
16	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%

TOTAL 100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction Brand Communication & Activation	a. Explanation of specific learning objectives of the course b. Overview of all sessions c. Explanation of references (students must have the references) d. Set rules for class management (plagiarism; absences; cheating etc.) e. What is International Marketing f. Why companies are going International?	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures 4. Discussion
2	The Cultural and Dynamic Environment	a Stages of International Marketing Involvement b PESTLE c PESTLE Analysis on Environmental Factors d Cultural Environment e Influential factors of International Marketing	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning
3	International Marketing Research	a What is marketing research? b Research challenge c Why marketing managers don't do research? d Types of marketing research	1. Lecturer's presentation 2. Class discussion 3. Question and answer

4	International Marketing Concept	a. The Important of International Marketing b. Level of International Marketing c. Motivational reasons of International expansion d. The essential of marketing concept e. How marketers discover consumer's needs	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures 4. Discussion
5	International Market Entries Strategies	a. Exporting methods b. Foreign production c. Types of Intermediaries d. Selecting entry modes e. Ownership strategies f. E-business strategies	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. #1st Coursework dissemination: individual.
6	Global Product Adaptation	a. Defining a product Exporting b. Product variables c. Elements of product d. Standardization VS Adaptation e. Product characteristic	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Review of lecture materials for Mid Exam	a. Discussion of all topic of materials	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	**Mid Term Test**		
9	Global Service Brand	a What is service b Service to organizations c Service industries d Service VS Product e International service marketing	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Logistic Management	a Global & Domestic logistic b Global transportation	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		c Global Packaging d Global storage	4. Case Study 5. #2nd Coursework dissemination: individual.
11	Managing Relation Global Channel	a. Factors shaping distribution b. Foreign market channel c. Channel design d. Selection of intermediaries e. International distribution system	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case
12	Pricing Strategy Globally	a. What is price? b. Pricing strategy c. Export pricing strategy d. Adjusting foreign currency e. Dumping	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Promotion Strategy	a. What is promotion? b. Marketing mix c. Promotion mix d. Global advertising and Marketing e. Agency selection f. Campaign effectiveness	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Project Presentation. 2nd coursework	a. Topics based on company selection	1. Each group presentation 2. Q & A
15	Review for Final Examination	Discussion of all topic of materials	1. Lecturer's presentation 2. Class discussion 3. Question and answer
16	**Final Examination**		

Midterm Paper Guideline **:** Paper & Presentation Examination

Final Paper Guideline **:** Group Project or Group Presentation & QA Session

References :

1. Cateora, Philip R. Gilly, Mary C. Graham, John L. *International Marketing.* Edition: 18th. McGraw-Hill, Boston, 2019
2. Lowe R., Kenyon A., Doole I. *International Marketing Strategy: Analysis, Development and Implementation.* Edition: 8th. Cengage Learning EMEA, London, 2019.

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