MKT4605: INTERNATIONAL MARKETING

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
International Marketing

Subject Code
MKT - Marketing
Course Number
4605

Academic Unit
Marketing (MKT)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
CB2601 Marketing

Precursors
Nil

Equivalent Courses
CB4601 Global Marketing

Exclusive Courses
Nil

Part II Course Details

Abstract

This course aims to provide students with an understanding of marketing concepts and analytical processes in international marketing operations. The focus is to foster and sustain students' skills as professional international marketing analysts and problem solvers.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply professional knowledge of the basic forms, dimensions, and conceptual frameworks of global marketing.			x	
2	Identify and analyse the dynamic relationship between standardization and localization, that is, "think globally and act locally".			x	
3	Apply professional skills in finding, analyzing, and utilizing data and information in order to determine comparative differences in markets; marketing functions as well as the legal, socio-economic and cultural considerations required in marketing, and suggest solutions to specific and general international marketing problems.				x
4	Advocate to be professional international marketing analysts and problem solvers.		x		

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Important knowledge of international marketing is explained and delivered through lectures.	3, 4	
2	Case Discussions	Students are expected to participate and make intellectual contribution at each and every class meeting.	3, 4	

3	Reading	Students are required to read some assigned articles; and are encouraged to share their insight during classes.	3, 4	
4	Assignments	In-class or out-class assignments will be given to students to improve their problem solving ability.	3, 4	
5	Group Case Study	Case studies will be provided to students so that they can gain "hands-on" experience in analysing and solving international marketing problems. Students are required to present the analysis of the case study in oral presentation, which can help to strengthen the student's communication skills.	3, 4	
6	Term Project	The term project, the International Marketing Plan, is to provide students with the opportunity to develop marketing plans, which can reflect students' deep understanding of a foreign country. The plans should also encompass the five decisions of international marketing. Each team has to select a foreign country and document its culture in a country notebook. Then, each team selects a product and develop a marketing plan for its introduction in the foreign country.	3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion and Assignments	3, 4	20	
2	Term Project	3, 4	40	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Class Discussion and Assignment

Excellent (A+, A, A-)

1. Always participate and make an intellectual contribution at each and every class meeting.
2. Very familiar with the assigned readings, both from the text and additional material.
3. Accurately complete all the assignments.

Good (B+, B, B-)

1. Frequently participate and make an intellectual contribution at each and every class meeting.
2. Quite familiar with the assigned readings, both from the text and additional material.
3. Accurately complete most assignments.

Fair (C+, C, C-)

1. Occasionally participate and make an intellectual contribution at each and every class meeting.
2. Familiar with the assigned readings, both from the text and additional material.
3. Accurately complete some assignments.

Marginal (D)

1. Seldom participate and make an intellectual contribution at each and every class meeting.
2. Marginally familiar with the assigned readings, both from the text and additional material.
3. Accurately complete very few assignments.

Failure (F)

1. Not participate and make an intellectual contribution at each and every class meeting.
2. Not familiar with the assigned readings, both from the text and additional material.
3. Accurately complete no assignments.

Assessment Task

Term Project

Excellent (A+, A, A-)

1. Show quality analysis of the influence of cultural differences in every aspect of international marketing plan.
2. Demonstrate quality analysis of the five main decisions related to international marketing plan:
- whether to globalize/internationalize,
- which markets to enter,
- how to enter,
- with which marketing program, and
- how to implement and control the program.

Good (B+, B, B-)

1. Show good analysis of the influence of cultural differences in every aspect of international marketing plan.
2. Demonstrate good analysis of the five main decisions related to international marketing plan:

- whether to globalize/internationalize, which markets to enter,
- how to enter,
- with which marketing program, and
- how to implement and control the program.

Fair (C+, C, C-)

1. Show adequate analysis of the influence of cultural differences in every aspect of international marketing plan.
2. Demonstrate adequate analysis of the five main decisions related to international marketing plan:
- whether to globalize/internationalize which markets to enter,
- how to enter,
- with which marketing program, and
- how to implement and control the program.

Marginal (D)

1. Show quality analysis of the influence of cultural differences in every aspect of international marketing plan.
2. Demonstrate marginal analysis of the five main decisions related to international marketing plan:
- whether to globalize/internationalize,
- which markets to enter,
- how to enter,
- with which marketing program, and
- how to implement and control the program.

Failure (F)

1. Fail to show quality analysis of the influence of cultural differences in every aspect of international marketing plan.
2. Demonstrate poor ability in analyzing the five main decisions related to international marketing plan:
- whether to globalize/internationalize,
- which markets to enter,
- how to enter,
- with which marketing program, and
- how to implement and control the program.

Assessment Task

Final Examination

Excellent (A+, A, A-)

1. Show excellent command of concepts, theories, models, and analytical frameworks related to international marketing.
2. Demonstrate excellent ability to apply theories, conceptual frameworks to tackle current international marketing problems and issues.

Good (B+, B, B-)

1. Show good command of concepts, theories, models, and analytical frameworks related to international marketing.
2. Demonstrate good ability to apply theories, conceptual frameworks to tackle current international marketing problems and issues.

Fair (C+, C, C-)

1. Show acceptable command of concepts, theories, models, and analytical frameworks related to international marketing.
2. Demonstrate acceptable ability to apply theories, conceptual frameworks to tackle current international marketing problems and issues.

Marginal (D)

1. Show marginal command of concepts, theories, models, and analytical frameworks related to international marketing.
2. Demonstrate marginal ability to apply theories, conceptual frameworks to tackle current international marketing problems and issues.

Failure (F)

1. Show poor command of concepts, theories, models, and analytical frameworks related to international marketing.
2. Demonstrate poor ability to apply theories, conceptual frameworks to tackle current international marketing problems and issues.

Part III Other Information

Keyword Syllabus

International Marketing, Global Marketing, Entry Modes, Standardization, Adaptation, Globalization, Cross-cultural differences, Multi-domestic Marketing, Internationalization, Marketing in Developing Countries, Global Markets, Multi-national Market Groups Global Marketing Management, Global Market Segment, International Marketing Channel, International Advertising, Pricing for International Markets, Negotiating with International Customers.

Reading List

Compulsory Readings

	Title
1	Cateora, Philip R. and John L. Graham, "International Marketing", 13nd Edition, Boston, Massachusetts: McGraw-Hill.
2	Theodore Levitt (1983), "The Globalization of Markets", Harvard Business Review, May-June, 92-102. Pankaj Ghemawat (2001), "Distance Still Matters," Harvard Business Review, (Sep-Oct), 137-147.Kuemmerle, Walter (2001) "Go Global or No," Harvard Business Review, June, 37-49.Jenster, Per V. and Hoover, David (1992), "How to Focus Marketing Intelligence to Serve Strategy", Planning Review, 20 (4), pp. 32-36. "Market Research in China," Hong Kong Industrialist, 2001 (1), 10-21.Campbell, Andrew and Marcus Alexander (1997), "What's Wrong with Strategy," Harvard Business Review, (Nov-Dec), 42-51.Whitelock, Jeryl and Carole Pimblett., "The Standardization Debate in International Marketing," Journal of Global Marketing, 199710 (3), 45-66.McCort, Daniel John and Naresh K Malhotra, "Culture and Consumer Behavior: Toward An Understanding of Cross-Cultural Consumer Behavior in International Marketing," Journal of International Consumer Marketing, 1993, 6 (2), 91-127.Douglas, Susan P. and C. Samuel Craig, "Competing in the Next Millenium: Challenges Facing International Marketers," International Marketing Review, 16, 2, 1999.Schutte, H. (2001), "Asian Culture and the Global Consumer", Mastering Marketing, Business Standard, 19 pp.2-3.McCort, D.J. and Malhotra, N.K. (1993), "Culture and Consumer Behavior: Toward an Understanding of Cross-cultural Consumer Behavior in International Marketing," Journal of International Consumer Marketing, 6 (2) 91-109.Kaikati, J.G. (1996), "Opportunities and Challenges of Doing Business in ASEAN," Journal of Global Marketing, 9 (3), 1996, 47-65.Russow, L.C., Okoroafo, S.C. (1996), "On the Way towards Developing a Global Screening Model", International Marketing Review, 13 (1), 46-64.
3	Pankaj Ghemawat (2001), "Distance Still Matters", Harvard Business Review, Sep-Oct, 137-147.
4	Kuemmerle Walter (2001), "Go Global or No", Harvard Business Review, June, 37-49.
5	Jenster, Per V. & Hoover, David (1992), "How to Focus Marketing Intelligence to Serve Strategy", Planning Review, 20 (4), pp. 32-36.
6	"Market Research in China", Hong Kong Industrialist, 2001 (1), 10-21.
7	Campbell, Andrew & Marcus Alexander (1997), "What's Wrong with Strategy", Harvard Business Review, Nov-Dec, 42-51.
8	Whitelock, Jeryl & Carole Pimblett (1997), "The Standardization Debate in International Marketing", Journal of Global Marketing,10 (3), 45-66.
9	McCort, Daniel John & Naresh K Malhotra (1993),"Culture and Consumer Behavior: Toward An Understanding of Cross-Cultural Consumer Behavior in International Marketing", Journal of International Consumer Marketing, 6(2), 91-127.
10	Douglas, Susan P. & C. Samuel Craig (1999), "Competing in the Next Millenium: Challenges Facing International Marketers", International Marketing Review, 16, 2.
11	Schutte, H. (2001), "Asian Culture and the Global Consumer", Mastering Marketing, Business Standard, 19 pp.2-3.

12	McCort, D.J. & Malhotra, N.K. (1993), "Culture and Consumer Behavior: Toward an Understanding of Cross-cultural Consumer Behavior in International Marketing," Journal of International Consumer Marketing, 6 (2) 91-109.
13	Kaikati, J.G. (1996), "Opportunities and Challenges of Doing Business in ASEAN", Journal of Global Marketing, 9 (3), 47-65.
14	Russow, L.C. & Okoroafo, S.C. (1996), "On the Way Towards Developing a Global Screening Model", International Marketing Review, 13 (1), 46-64.

Additional Readings

	Title
1	Online Resources: Useful Web Sites for International Marketing
2	Regional Information
3	Africa Briefings
4	Macroeconomic and economic sector data for African countries
5	Business Environment Risk Intelligence (BERI)
6	Provides political risk ratings for 130 countries on a scale from 0 (greatest risk) to 100 (least risk)
7	Council of European Social Science Data Archives (CESSDA)
8	Listing of European macroeconomics data archives
9	Economist Intelligence Unit (EIU)
10	Analysis and forecast of economic, political, and business environment for over 180 countries
11	Global Risk Assessment, Inc.
12	Analysis and research for political, investment, and trade risk
13	Global Prospectus LLC
14	Global market and industry data
15	Internet Centre for corruption research
16	Country ranking according to level of corruption
17	PRS Group
18	Data on country and political risk analysis
19	Transparency International
20	Annual ranking of perceived corruption in 90 countries
21	World Bank in Country Data
22	Contains profiles on 206 countries
23	Eurostat
24	Economic data for the European Union (EU)
25	EIU Country Data
26	Economic indicators and forecasts providing data series on economic structure, foreign payments, external debt stocks, eternal debt service, external trade, trends in foreign, and quarterly indicators
27	EIU Country Commerce Country Commerce - China
28	Provides operating conditions, commercial laws, and business regulations of approximately 60 countries worldwide