

# MKT4605: INTERNATIONAL MARKETING

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## Effective Term

Semester A 2025/26

## 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	Demonstrate to be a professional international marketing analyst and problem solver	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.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will be engaged in formal seminars to gain important knowledge of international marketing	1, 2
2	Case Discussions	Students will discuss and make intellectual contribution at each and every class meeting.	3, 4

3	Reading	Students will develop an in-depth understanding of the concepts and topics discussed through reading scholarly books and articles.	1, 2	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?	
1	Class Discussion and Assignments	1, 2, 3, 4	20	Students will discuss, clarify, and debate key arguments and concepts through civic interactions with others while listening to and developing and appreciating alternative views.	Yes
2	Term Project	3, 4	40	Students will participate in groups to consolidate their learning as they produce reports and actively engage as audience members during peers' presentations to expand and deepen their knowledge.	Yes

**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.

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**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.
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**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.
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## 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, external 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