

TITLE: INTERNATIONAL MARKETING - MK 320

LANGUAGE: English

TOTAL HOURS: 45 hours

CREDITS: 3 credits

DESCRIPTION

International marketing is more than a simple application of marketing principles to more than one country. In a world that becomes increasingly globalized, marketing strategies become absolutely essential. Both global and international marketing are attached to each other. In one hand, international marketing involves the firm in making one or more marketing mix decisions across national boundaries. In the other hand, global marketing involves the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe. Cross cultural differences have an important role in both internal and external ways.

COURSE OBJECTIVES

This course provides the knowledge of the fundamental concepts of international marketing from a European perspective. It is organized so that each class is either a lecture or a case discussion. In this course you will learn to look at international marketing problems through the lens of an analytical framework that will help you better understand:

- How to anticipate and take advantage of surprising inconsistencies in the customer decision process.
- How to evaluate the attractiveness of different markets.
- How to manage the tradeoff between risk and information in the product development process.
- A structure for thinking about the design and management of distribution channels.
- Why pricing decisions are complex and how they get made.
- How to manage an advertising campaign.

Cognitive / Knowledge skills

- Categorize the environment variables that influence international marketing
- Conceptualize problems on strategy and International Marketing

Analytical / Critical Thinking Skills (Oral & Written)

- Develop the strategies and tactics that can lead to successful international marketing given those environmental constraints
- Establish how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations

Affective & Behavioral / Attitudinal Skills

- Identify and express the intercultural strategies you use for cultural understanding in the area of marketing
- Respond to marketing strategies on critical-analytical levels appropriate for academic study as well as emotional-ethical levels appropriate for personal interest
- Engage with the host population on the subject of marketing

METHODOLOGY

The course will use a combination of guided lectures, classroom interaction, field visits, research, case studies, student presentations and individual assignments within the city.

EVALUATION

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade.

The final grade consists of:

Class participation	10%
Class presentation	10%
Field Visits	10%
Written case analysis	20%
Midterm written exam	25%
Final exam	25%

Class participation: Active class participation includes coming to class prepared, having read the material for that day, answering questions from the professor, asking questions and engaging in group activities. Students are encouraged to express their opinions in class with the professor and the other students.

Exams: Both the midterm and the final exams may contain a mix of short answer and essay questions aimed to test the students' full comprehension of facts and the ability to argue his/her opinions based on class material.

The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
- All telephones and electronic devices must be turned completely off during the exam.
- Students arriving later than 15 minutes will not be allowed into the classroom to take the examination, subject to the decision of the instructor.
- At the end of the examination students will remain seated until their papers are collected. No one may leave the room until excused.
- Should assistance be required, students will attract the attention of the instructor.
- Failure to follow these rules will automatically lead to failure of this examination.

FIELD STUDIES

Each course will include a minimum of 2 field studies. These field studies will be directly related to the course work, and may include visits to monuments, companies, government buildings, or museums. A

potential field study is the Roca Gallery. The Roca Gallery hosts product expositions and sociocultural events.

ACADEMIC INTEGRITY

SIS programs foster critical thinking and intellectual development of its students. In doing so, SIS requires that students introduce their original thoughts, opinions, and ideas in all of their assignments with the support of cited sources. Any violations of academic integrity- such as cheating, plagiarism, self-plagiarism, academic misconduct, fabrication, misuse or misrepresentation of research, and noncompliance- may result in an automatic F or immediate dismissal from the program if the student falls below the minimum number of credits required for the term; 12 credits during the semester, or 3 hours during the summer.

Cheating: Any action that violates the rules and guidelines given by the instructor for submitting assignments or exams.

Plagiarism: Any action that presents the ideas, opinions, research, etc. of another as your own.

- Directly copying another's work without citing sources
- Submitting another person's work into your own without properly citing the source(s) used.
- Paraphrasing another person's work without providing appropriate citations

Self-plagiarism: Submitting a piece of one's own work to receive credit for multiple assignments in one or more class.

Academic Misconduct: Any act that impedes or threatens the open exchange, expression, or flow of information or fair evaluation of students. This includes intimidation and complicity in any acts or attempts to interfere with the ethical and fair submission and evaluation of student work.

Fabrication: Providing inaccurate or false information, including research findings, quotes, and cited sources, etc.

Non-compliance: Failure to comply with the values, objectives, and procedures contained in this policy.

As SIS is accredited by Jacksonville University, students are held accountable to JU's [Academic Integrity and Code of Conduct](#) . You are expected to read and understand the JU terms and regulations of Academic Misconduct.

(<https://drive.google.com/file/d/1PyZmN0EAH1o4bKVZdxVyKw-wdiwXewx/view>)

ATTENDANCE POLICY

Semester: Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

Summer: Students are allowed TWO absences throughout the summer without penalty. Starting with the third absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

**January Term students are allowed TWO absences as well.*

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses.

COURSE CONTENT

Session	Content
1	Course description, Introduction: International Marketing
2	How the Culture Influences Marketing The basic theory of Geert Hofstede
3	Scope and Challenge of International Marketing
4	Social-Cultural Relevance of Companies
5	Cross-Cultural difference in Spain
6	The Main Companies in Spain
7	Student Presentations
8	Discussion on Case Study: Imaginarium
9	Product and Brand Management
10	Global Promotion Strategies Discussion of case study: Freixenet Cava
11	Neuromarketing I Néstor Braidot and braindecision
12	Neuromarketing II Discussion of case study: BMW
13	MIDTERM EXAM
14	Globalization: The global expansion
15	Multinational Companies in Spain
16	Discussion of Case Study: Starbucks Coffee
17	Global Economic Crisis: Effects in Spain
18	International Marketing of Freixenet Cava
19	Global Pricing Strategies: Transfer Pricing and Pricing within Individual Markets
20	Marketing Plan Fix targets How to turn purposes into action plans

	Parts of a marketing plan
21	Marketing Plan Design strategies of marketing How to use the marketing plan
22	Student Presentations
23	Student Presentations
24	Case Study: Discover the firm
25	Review
26	FINAL EXAM

**Number of sessions changes depending on term.*

BIBLIOGRAPHY

Text book:

- HOLLENSSEN, Svend. (2017) "Global Marketing" (7th edition) Prentice Hall Europe- ISBN: 978-1-292-10011-1 (print)

Mandatory Readings:

Participants are also encouraged to read the selected case studies to be discussed in class:

- Case 1: Arcor: A Latin American Confectionary Player Is Globalizing Its Business.
- Case 2: Life Straw,
- Case 3: Cryos: They Keep The Stork Busy Around The World ,
- Case 4: Nintendo Wii
- Case 5: Tchibo:Expanding the coffee shops business system in Eastern Europe,
- Case 6: Sauer-Danfoss ,
- Case 7: Lifan: A Chinese sub-supplier and brand manufacturer is aiming at the global market.
- Case 8: Tata Nano: The world's cheapest car,
- Case 9: Jarlsber: The King of Norwegian Cheeses is seeking Markets .
- Case 10: Lyshom Linie Aquavit: The Norwegian Aquavit brand .
- Case 11: Polo Ralph Lauren: Polo moves distribution for South East Asia in-house,
- Case 12: Danish Klassic: Launch of a Cream Cheese in Saudi Arabia, pages
- Case 13: Tupperware: The global direct distribution model is still working
-

Group Case Studies:

- GCS 1. Cereal Partners Worldwide. The No 2 world player is challenging the No.1 -Kellog foreign Markets?
- GCS 2 Zara: The Spanish retailer goes to the top of world fashion.
- GCS 3. IKEA: expanding through franchising to the South American market.