



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

MKT9680 - INTERNATIONAL MARKETING AND STRATEGY

Syllabus

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 15:40-18:40

Course Description

This course assembles the elements involved in global marketing, such as the global political, legal, economic, social, and cultural environment, the product, the price, and the distribution channels. It also introduces approaches and frameworks for identifying the uniqueness of marketing and developing global marketing strategies for any nation or region. The course aims to develop students' empathy, knowledge, and sensitivity to the latest understanding of global issues, disciplines, competitions, and the necessary skills based on a global perspective. Group projects and case studies focusing on the marketing techniques of foreign market entry models, product strategies, pricing strategies, marketing mix, and its adaption are carefully designed to ensure students master the strategic implications of competition and marketing management decision-making processes in global markets.

Course Aims:

On successful completion of this course, students will be able to:

1. describe the concepts, theories, and marketing principles in international trade;
2. anticipate the influence that crucial cultural, economic, and political issues will have on decision-making and marketing strategies;
3. analyze the processes of market entries and marketing strategies that corporations utilize;
4. develop skills in researching and analyzing trends in global markets and modern marketing practice;
5. evaluate the international operation strategies of the corporation;
6. implement the theories of this course to design a global marketing plan and communicate effectively in oral and written forms;
7. raise consciousness about the importance of viewing international marketing management from a global perspective;
8. master the various patterns of multinational cooperation for marketing.

Language of Instruction

English

Required Textbook

International Marketing: An Asia-Pacific Perspective

Author: R. Flectcher & H. Crawford

Publisher: Pearson

ISBN: 9781488611162

International Marketing

Author: Mary C. Gilly, John L. Graham, Phillip R. Cateora

Publisher: McGraw-Hill Education

ISBN: 9781259712357

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

Students are expected to have taken **Introduction to Marketing**, or have thorough knowledge of topics covered in the course mentioned above.

Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Introduction to Global Marketing	Scope and Principles of Global Marketing; The Dynamic Environments; Management Orientations	Group Discussion: Benefits of Global Marketing
	Day 2	Global Political and Legal Environments;	Political Stability and Risk; The Foreign Political Environment; Law and the Marketing Mix; Internationally	Case Study: Marketing to the Bottom of the Pyramid
	Day 3	Global Trade Environment	Trade Barriers; Globalization and WTO; Modern Trade Theories	Group Discussion: Globalization and the Global New Trade Environment
	Day 4	Global Marketing Management: Planning and Organization	Global Strategic Marketing Planning; Key Criteria in Global Organizational Design; Organizational Design Options; Controlling Global Marketing Efforts	Quiz (Open Notes)
	Day 5	Country Selection and Entry Strategies	Different Entry Modes; and Market Entry Strategies; Licensing and Franchising	Case Study: Pepsi's Entry into India
Week 2	Day 6	Global Marketing Research	Breadth and Scope; The Research Process; Estimating Market Demand	Project: Analyze the New Business Models and Marketing Tools in China
	Day 7	The Asia Pacific Region	Dynamic Growth in the Asia Pacific; Asia Pacific Trade; A Focus on Diversity within China	Quiz (Open Notes)
	Day 8	International Product Strategy	Global Product; Standardization and adaption	Group Discussion: Advantages and Disadvantages of Product Standardization
	Day 9	International Product Strategy	The Product Branding and Packaging; Managing International Partners	Presentation
	Day 10	Industrial Visit		
Week 3	Day 11	International Marketing Channels and Distributions	Distribution Patterns; Marketing Channels in the Supply Chain; Channel Management	Group Discussion: Four types of Distribution Channels
	Day 12	Pricing for International Market	Pricing Strategy in Global Marketing; Price Escalation; Approaches to Reducing Price	Group Discussion: Penetration Pricing Strategies and Differential Pricing Strategies

	Day 13	Integrated Marketing Communications and International Advertising	Sales Promotions; International Public Relations; International Advertising Strategy	Case Study: Integrated Marketing Communication- Microsoft
	Day 14	Promotion	Communication Theory; Factors and Content of International Communication; Pull Strategies and Push Strategies	
	Day 15	Individual-based Essay Due		

Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Items	Percentage
Participation	10%
Mid-term Presentation	40%
Individual-based Essay	50%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies, topic discussion and group discussion in class and the performance will be considered as partial attendance points or bonus.

Mid-term Presentation: The topic is about international marketing, you can select a company as the case sample, or you can do a multiple cases study.

Individual-based Essay: Write a report (at least 2000 words). Select one product/service which you think is proper for international marketing between China and Australia. Develop a marketing plan for it based on the marketing analysis.

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
 - i) paraphrasing or copying published and unpublished work without a reference;

- ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
 - i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
 - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
 - i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
 - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
 - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
 - iv) a student falsely indicating that they have been present at an activity where attendance is required;
 - v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
 - i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
 - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
 - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
 - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
 - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
 - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:
 - i) altering or falsifying any document or record for the purposes of gaining academic advantage;
 - ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
 - iii) inventing references.