



University of  
New Haven

## *International Marketing*

**Course Code:** MKT320EZE

**Subject Area(s):** Marketing, Business

**Prerequisites:** None

**Language of Instruction:** English

**Contact Hours:** 45

**Credits:** 3

### **Description:**

This course provides students with an introduction to the theory and practice of international marketing. This course will focus on global marketing concepts that are based on two important premises; that cultural differences have a critical impact on marketing; and that each foreign market requires a marketing strategy adapted to its specific cultural character and circumstances.

The goal of this course is to develop theoretical knowledge, case-work experience, and personal cultural sensitivity that will enhance the ability to analyze and understand the varied challenges marketing managers face. Reaching this goal should empower students to generate, implement and evaluate effective marketing strategies for the global business needs of tomorrow.

### **Learning Objectives:**

- define the basic elements, practices, & functions of international marketing
- evaluate the factors influencing the internationalization of companies
- describe how political & legal environments relate to international marketing
- apply strategies and processes necessary for successful entry into foreign markets

## **SECTION II: Instructor & Course Details**

### **INSTRUCTOR DETAILS**

<b>Name:</b>	<b>TBA</b>
<b>Contact Information:</b>	<b>TBA</b>
<b>Term:</b>	<b>Semester</b>

### **ATTENDANCE POLICY**

This course will meet twice weekly for 85 minutes each time for a total of 27 class sessions. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

<b>ALLOWED ABSENCES – SPRING &amp; FALL SEMESTERS</b>		
<b>Courses Meeting X day(s) Per Week</b>	<b>Allowed Absence(s)</b>	<b>Automatic Failing Grade at X<sup>th</sup> Absence</b>
Courses meeting 2 day(s) per week	2 Absences	8 <sup>th</sup> Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

<b>ATTENDANCE DOCKING PENALTIES</b>								
<b>Absence</b>	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>6<sup>th</sup></b>	<b>7<sup>th</sup></b>	<b>8<sup>th</sup></b>
<b>Penalty</b>	<b>No Penalty</b>	<b>No Penalty</b>	<b>0.5 Grade Docked</b>	<b>1 Grade Docked</b>	<b>1.5 Grades Docked</b>	<b>2 Grades Docked</b>	<b>2.5 Grades Docked</b>	<b>Automatic Failure</b>
<b>HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES</b>								
<b>Grade</b>	<b>A+</b>	<b>A+</b>	<b>A</b>	<b>A-</b>	<b>B+</b>	<b>B</b>	<b>B-</b>	<b>F</b>

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

## **GRADING & ASSESSMENT**

### **Forms of Assessment:**

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

<b>Class Participation</b>	<b>10%</b>
<b>Case Analysis &amp; Presentation</b>	<b>10%</b>
<b>Midterm Exam</b>	<b>20%</b>
<b>Marketing Plan Project Outline</b>	<b>10%</b>
<b>Marketing Plan Final Project</b>	<b>20%</b>
<b>Final Examination</b>	<b>30%</b>

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70
D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

### ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

**Class Participation (10%):** When determining your class participation grades, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation. Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect. The instructor will use the following specific criteria when calculating your class participation grade:

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	A+ (9.70–10.00)
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	A-/A (9.00–9.69)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B/B+ (8.40–89.90)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	C+/B- (7.70–8.39)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C (7.00–7.69)
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	D (6.00–6.69)
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	F (0–5.90)

**Case Analysis and Presentation (10%):** The instructor will explain in detail the specific approach, methodology and content that will be integrated into your case analysis. The cases will be assigned randomly and are taken from the course textbook. Each case is followed by a number of questions which you must answer. Additional outside research is required as well as a clear individual analysis of the case issues and possible solutions. Make a short presentation to help lead off classroom discussion.

**Marketing Plan Project (30%):** The details of this project will be presented in class. In general you should use the ‘Guide for Developing a Marketing Plan’ found in the course textbook. You will each select a product and country and follow the guidelines in the development of a marketing plan. You will make a short presentation of your findings at the end of the term. You will submit this project in two phases: an initial outline submission of the structure, approach, and resources to be used; and a final submission of the completed work.

**Midterm & Final Examinations (50%):** The midterm and final exams are designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed in the syllabus above. They are comprised of various questions which test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course.

## REQUIRED READINGS

Reading assignments for this course will come from the required text(s) listed below. All required readings must be completed according to the due date assigned by the course instructor.

- I. **REQUIRED TEXT(S):** You may purchase the required text(s) prior to departure or upon program arrival. The required text(s) are listed below:

Pervez Ghauri & Graham Cateora, *International Marketing*, 18th ed., McGraw-Hill, 2020, 720pp.

## RECOMMENDED READINGS

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.

Philip Kotler, *Marketing Management*, 15<sup>th</sup> ed., Prentice Hall, 2016.

Marian Burk Wood, *The Marketing Plan Handbook*, 5<sup>th</sup> ed., Pearson, 2021.

## ADDITIONAL RESOURCES

In order to ensure you success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

**UNH Online Library:** As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with [UNH Policies](#) regarding library usage.

**CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the "While You're Abroad Tab" and make sure you are under the "Academics" sub-menu. There you will see a link above your schedule that says "View Online Courses" select this link to be taken to your Moodle environment.

**COURSE CALENDAR**  
*International Marketing*

Session	Topic	Activity	Student Assignment(s)
1	<b>The Scope and Challenge of International Marketing</b> Overview of Issues & Approaches to International Marketing	Introduction & Syllabus Review	Purchase & Survey Course Textbook
2	<b>The Self-Reference Criterion</b> Becoming International, International Marketing Orientations, Globalization of Markets	Case: 1.1	Ghuri & Cateora, Chapter 1 Case Analysis Preparation & Presentation
3	<b>The Dynamics of International Business</b> Balance of Payment, Protectionism, Trade Restrictions	FTA Map Quiz	Ghuri & Cateora, Chapter 2
4	<b>Free Trade Areas</b> Advantages of free trade, Social consequences	Questions: 3, 5, 7, 11	Submission of proposition for country & product for Marketing Plan Project
5	<b>Geography &amp; History: The Foundations of Cultural Understanding</b> Geography and International Marketing, World Trade Routes, Historical Perspective in International Trade	Questions: 2,3,6,9	Ghuri & Cateora, Chapter 3
6	<b>Developing Cultural Knowledge &amp; Competency</b> Preparation for off site	Cross Cultural Study: The French Market	Ghuri & Cateora, Chapter 3. (Review)

Session	Topic	Activity	Student Assignment(s)
7	<b>Cultural Dynamics in International Marketing</b> Cultural Knowledge, Culture and its Elements, Cultural Change	Questions: 1,4,8,12	Ghuri & Cateora, Chapter 4
8	<b>Planned Cultural Change</b> Marketer as Change Agent	Case:2.3	<b>Marketing Plan Project Due: Part 1</b>
9	<b>Business Customs &amp; Practices In International Marketing</b> Required Adaptation, Difference Business Practices, Business Ethics	Questions: 4,7,13,14	Ghuri & Cateora, Chapter 5
10	<b>Business Ethics</b> Ethical/Social Marketing, Ethical Differences	Case:3.2	Research & Presentation: Ethical Dilemmas
11	<b>The International Political &amp; Legal Environment</b> Political Environments and Risks, Legal Environments, Intellectual Property Rights	Questions: 4,5,8,12	Ghuri & Cateora, Chapter 6
12	<b>The Manhattan of Paris: <i>La Défense</i></b> Designing the 21 <sup>st</sup> Century Business District Marketing French Business	Study Excursion & Lecture: <i>La Défense</i> Business Center	EPAD, <i>La Défense</i> : Past & Present EPAD, <i>La Défense</i> : Turned to the Future Visit: <a href="http://www.ladefense.fr">www.ladefense.fr</a>

Session	Topic	Activity	Student Assignment(s)
13	<b>Researching International Markets</b> The Research Process, Estimating Market Demand, Multinational Marketing Information Systems	Questions: 4,5,6,8	Ghauri & Cateora, Chapter 7
14	<b>The Problems with Multinational MIS</b> Reviewing & Filling the Data Gap	Case:4.1 Midterm Exam Review	Case Analysis Preparation & Presentation
15	<b>MID-TERM EXAM</b>		
16	<b>Emerging Markets &amp; Market Behavior</b> Marketing in a Developing Country, Emerging Markets, Changing Market Behavior.	Questions: 3,4,6,7,12	Ghauri & Cateora, Chapter 8
17	<b>Multinational Market Regions &amp; Market Groups</b> Europe, Asia, The Americas, Africa, Middle East	Questions: 4,6,8, Case:4.5	Ghauri & Cateora, Chapter 9
18	<b>Famous Case Studies in Marketing:</b> Kellogg's Indian Experience	Case:4.6	<b>Marketing Plan Project Due: Part 2</b>
19	<b>International Marketing Strategies</b> Competition in the Global Marketplace, Formulating International Marketing Strategy, Strategic Planning	Questions: 5,7,9,11	Ghauri & Cateora, Chapter 10

Session	Topic	Activity	Student Assignment(s)
20	<b>Famous Case Studies in Marketing:</b> Ikea Enters Russia	Case:4.8	Case Analysis Preparation & Presentation
21	<b>International Market Entry Strategies</b> Market Servicing, Market Assessment & Market/Country Assessment	Questions: 3,4	Ghauri & Cateora, Chapter 11
22	<b>Strategic Alliances</b> Bilateral Agreements & Integrated	Case:4.9	Case Analysis Preparation & Presentation



	Networks		
23	<p><b>Developing Consumer Products for International Markets</b>  Products and Culture, Product Life Cycle and Adaptation</p>	<p>Questions:  2,4,6,7</p>	<p>Ghuri &amp; Cateora,  Chapter 13</p>
24	<p><b>Famous Case Studies in Marketing:</b>  The Disney Disaster &amp; Redemption  Learning from Classic Cases in International Marketing</p>	<p>Case:5.4</p>	<p>Case Preparation &amp;  Presentation</p>
25	<p><b>The International Distribution System</b>  Channel of Distribution Structures, The Internet, Alternative Middleman Choices</p>	<p>Questions:  2,4,6</p>	<p>Ghuri &amp; Cateora,  Chapter 15</p>

Session	Topic	Activity	Student Assignment(s)
27	<b>International Advertising and Promotion</b> International Advertising, Challenges of International Advertising	Questions:1,7,8,14	Ghuri & Cateora, Chapter 16
28	<b>Applying the Principles of International Marketing</b> Student Presented Case Studies	<b>Projects Due</b> Marketing Plan Projects: Presentations and Critiques	Review, Ghauri & Cateora
29	<b>Applying the Principles of International Marketing</b> Student Presented Case Studies	<b>Projects Due</b> Marketing Plan Projects: Presentations and Critiques <b>Final Exam Review</b>	Review, Ghauri & Cateora
30	<b>FINAL EXAM</b>		

## SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)