

Course Last Updated 03/25/2024



## International Business Marketing

### Section I: Course Overview

**Course Code:** MKT321DUB

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

**Prerequisites:** One 200 level course, or two 100 level courses in Business, Marketing or related discipline

**Language of Instruction:** English

**Total Contact Hours:** 45

**Credits:** 3

**Course Fees:** None

### Course Description

This course will help students develop an understanding of the scope and challenges of marketing in the international context. The course examines how the global dimensions technology, research, capital investment and production impact marketing, distribution and communication networks. The breadth of this course will provide insights into the increasingly interdependent global economic and physical environment and its impact on international marketing. Globalization has led to increasing interdependence. 'Connecting the dots' has thus become essential to the survival and success of businesses, even those not operating in the international arena. By examining these linkages, students will gain an understanding of how companies develop strategic plans that are competitive to survive and succeed in these global markets.

### Learning Objectives

Upon successful completion of this course, students are able to:

- Generate international marketing analyses using Irish case studies
- Analyze the interplay between political globalization, development and operation of key political institutions at local, regional, national and supranational scales

- Recognize the cultural environment of global markets, business and management approaches
- Articulate an understanding of the political environment within which international marketing operates

## Section II: Instructor & Course Details

### Instructor Details

**Name:** TBC

**Contact Information:** TBC

**Term:** TBC

**Course Day and Time:** TBC

**Office Hours:** By appointment

### Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

**Engagement - 20%**

**Midterm research paper - 25%**

**Case study analytical comments - 25%**

**Final Project and Presentation - 30%**

### Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

**Engagement (20%):** Students are expected to be engaged in class, to have read the CEA CAPA Engagement Policy, and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

**Mid-term Research Paper (25%):** This will be an individual assignment to be submitted prior to the mid-term break and will cover the week 1-6 class topics. The mid-term research paper questions will be assigned in Week 1, giving you one month for preparation. You are required to present an analytical commentary by applying the various readings for the course. The assessment of your mid-term paper will be based on your application of the theories, examples and content of the weekly seminars and class discussions as well as the course reading material.

**Case Study Analytical Comments (25%):** There will be case studies assigned for class discussion each week.

**Final Project and Presentation (30%):** You are required to work closely with your final research project partners in your class discussions. It is important to cover the reading assignments in advance of each weekly class. This will allow us to focus selectively on the key material in preparation for your final projects.

Your final project to discuss some element of localised context: you are required to identify relevant research paper topics within the context of Ireland and Europe to benefit from your presence in Dublin and Europe. These research paper topics should be discussed with the lecturer in advance. Preparatory work would include developing good reading sources such as the Enterprise Ireland reports and Publications such as *The Irish Times*, *the Financial Times*, *the Economist*, to gain a better understanding of European Business.

## Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Field Study to be (Dublin Docklands with instructor)

## Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

## Required

Cateora. P. Gilly, M and Graham. J (2024) *International Marketing*. 19<sup>th</sup> Edition, New York: McGraw-Hill.

## Selected Readings

Backhaus. K. Muhlfeld. K and Van Doorn, J (2001) Consumer perspectives on standardization in International Advertising: A student sample. *Journal of Advertising Research*, pp. 53 - 61

Cayla, J and Arnould, E (2008) A Cultural Approach to Branding in the Global Marketplace, *Journal of International Marketing*, Vol. 16. No. 4

Czinkota, M R (1995). "The World Trade Organization - Perspectives and Prospects," *Journal of International Marketing* 3, no. 1, pp. 85-92

Kogut, B. (1985) Designing Global Strategies: Profiting from Operational Flexibility. *Sloan Management Review* P27-38

Kumar. V (2014) Understanding cultural differences in innovation: a conceptual framework and future research directions. *Journal of International Marketing*, Vol. 22. No. 3 pp. 1- 29

Matusitz, J (2010) Disneyland Paris: a case analysis demonstrating how glocalization works. *Journal of Strategic Marketing*, Vol. 18, No.3 pp 223 -237

Ozuem. W. O'Keeffe. A. and Lancaster. G (2015) Leadership Marketing: an exploratory study. *Journal of Strategic Marketing*, Vol 23

Ozuem. W. Thomas. T and Lancaster. G (2015) The Influence of customer loyalty on small island economies: an empirical and exploratory study. *Journal of Strategic Marketing*, Vol 23

Sheth, Jagdish N. *Borderless Media: Rethinking International Marketing*. *Journal of International Marketing*. 2020, Vol. 28 Issue 1, p3-12

Song, Reo; Moon, Sangkil; Chen, Haipeng (Allan); Houston, Mark B. *When marketing strategy meets culture: the role of culture in product evaluations*, *Journal of the Academy of Marketing Science*. May2018, Vol. 46 Issue 3, p384-402

Patterns of Success and Failure, *Journal of Advertising Research*, pp. 234 - 242

Srnka. K (2004) Culture's Role in Marketers' Ethical Decision Making: an integrated theoretical framework, *Academy of Marketing Science Review*. Vo. 21. No.1

van Heerden, C.H.; Barter, C. (2008) *The role of culture in the determination of a standardized or localized marketing strategy*. *South African Journal of Business Management*. Jun 2008, Vol. 39 Issue 2, p37-44.

Vogel, D (1992). "The Globalization of Business Ethics: Why America Remains Distinctive." *California Management Review* 35, no. 1, pp. 30-49

## Final Group Report

### Recommended

Keegan, W and Green, M (2015) *Global Marketing*. 8<sup>th</sup> Edition. London: Pearson

Hollensen, S (2010) *Global Marketing*, London: Pearson Hall

McDonald. M, Frow, P and Payne, A (2011) *Marketing Plans for Services*. Chichester: Wiley

### Other Resources

- European Journal of Marketing
- International Business Review
- International Journal of Research in Marketing
- International Marketing Review
- Journal of Global Marketing
- Journal of International Business Studies
- Journal of International Management
- Journal of International Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Strategy Marketing
- Journal of the Academy of Marketing Science
- Management International Review
- Marketing Theory

American Marketing Association: <http://www.marketingpower.com/>

Marketing Magazine <http://www.marketingmagazine.co.uk>

Marketing Science Institute: <http://www.msi.org>

Marketing Today: <http://www.marketingtoday.co>

Marketing Week: <http://www.marketingweek.co.uk/>

World Advertising Research Centre: <http://www.warc.com/>

Chartered Institute of Marketing: <http://www.cim.co.uk>

### Course Calendar

Session 1	
Topics	Introduction
Activity	Course overview & review of assessment guidelines · Research project requirements - localized context

	<ul style="list-style-type: none"> <li>· Scope &amp; Challenge of International Marketing</li> <li>· Dynamic Environment of International Trade</li> <li>· <i>In-class activity- Apple versus Samsung: The Battle for Smartphone Supremacy Heats up</i> ·</li> </ul>
Readings & Assignments	CGG 1 & 2 Sheth, Jagdish N. <i>Borderless Media: Rethinking International Marketing</i> . Journal of International Marketing. 2020, Vol. 28 Issue 1, p3-12

Session 2	
Topics	How Cultural Differences affect Organizations
Activity	<ul style="list-style-type: none"> <li>· Cultural Environment of Global Markets</li> <li>· History &amp; Geography: The Foundations of Culture</li> <li>· Culture, Management Style &amp; Business Systems</li> <li>· Cultural Dynamics in Assessing Global Markets · Dynamics of Global Population Trend</li>   <li>· <i>In-class activity: Hofstede's cultural dimensions</i></li> </ul>
Readings & Assignments	CGG 3, 4 & 5 van Heerden, C.H.; Barter, C. <i>The role of culture in the determination of a standardized or localized marketing strategy</i> . South African Journal of Business Management. Jun2008, Vol. 39 Issue 2, p37-44.

Session 3	
Topics	How Cultural Differences affect Organizations
Activity	<ul style="list-style-type: none"> <li>• Cultural Environment of Global Market</li> <li>• History &amp; Geography: The Foundations of Culture</li> <li>• Cultural Dynamics in Assessing Global Markets</li> <li>• Dynamics of Global Population Trends</li> <li>• Culture, Management Style &amp; Business Systems</li> <li>• <i>In-class activity: The Java Lounge</i></li> </ul>
Readings & Assignments	<ul style="list-style-type: none"> <li>• Readings: CGG 3, 4 &amp; 5</li> </ul> Song, Reo; Moon, Sangkil; Chen, Haipeng (Allan); Houston, Mark B. <i>When marketing strategy meets culture: the role of culture in product evaluations</i> , Journal of the Academy of Marketing Science. May2018, Vol. 46 Issue 3, p384-402

Session 4	
Topics	Assessing Global Market Opportunities
Activity	<ul style="list-style-type: none"> <li>• Defining the Problem &amp; Establishing Research Objectives</li> <li>• Issues with Primary &amp; Secondary Data</li> <li>• Problems with Data Analysis &amp; Interpretation</li> <li>• <i>In-class activity o Research Helps Whirlpool Keep Its Cool at Home, Act Local in Emerging Markets o Group Presentation (1)</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Out of class activity:</i></li> </ul>
Readings & Assignments	CGG 4 Kumar, V (2014) Understanding cultural differences in innovation: a conceptual framework and future research directions. <i>Journal of International Marketing</i> , Vol. 22. No. 3 pp. 1- 29

Session 5	
Topics	The Political & International Legal Environment The Economic, Political & International Legal Environment
Activity	<ul style="list-style-type: none"> <li>• The Political Environment: A Critical Concern</li> <li>• Political Risks of Global Business</li> <li>• The International Legal Environment: Playing by the Rules</li> <li>• Bases for Legal Systems &amp; International Dispute Resolution</li> <li>• Protection of Intellectual Property Rights</li> <li>• <i>In class activity: World Trade Goes Bananas</i></li> </ul>
Readings & Assignments	CGG 6 & 7 Ozuem. W. O’Keeffe. A. and Lancaster. G (2015) Leadership Marketing: an exploratory study, <i>Journal of Strategic Marketing</i> , Vol 23

Session 6	
Topics	The Political & International Legal Environment The Economic, Political & International Legal Environment
Activity	<ul style="list-style-type: none"> <li>• The Political Environment: A Critical Concern</li> <li>• Political Risks of Global Business</li> <li>• The International Legal Environment: Playing by the Rules</li> <li>• Bases for Legal Systems &amp; International Dispute Resolution</li> <li>• Protection of Intellectual Property Rights</li> <li>• <i>In class activity: World Trade Goes Bananas</i></li> </ul>
Readings & Assignments	CGG 6 & 7 Ozuem. W. O’Keeffe. A. and Lancaster. G (2015) Leadership Marketing: an exploratory study, <i>Journal of Strategic Marketing</i> , Vol 23

Session 7	
<b>MID-TERM BREAK</b>	

Session 8	
Topics	Field Study: Dublin Docklands Tour
Activity	<b>Field Study Activity</b>
Readings & Assignments	<b>Mid term paper submission due</b>

Session 9	
Topics	Regional Focus: Part 1 – North and South America
Activity	•

Readings & Assignments	CGG 10 Cayla, J and Arnould, E (2008) A Cultural Approach to Branding in the Global Marketplace, <i>Journal of International Marketing</i> , Vol. 16. No. 4
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Session 10	
Topics	Regional Focus: Part 2 - Europe, Africa & the Middle East (EAME)
Activity	<ul style="list-style-type: none"> <li>• Economic, Political, Geography &amp; Cultural Factors</li> <li>• Patterns for Multinational Cooperation</li> <li>• Europe: European Integration, European Union, Eastern Europe &amp; Baltic States, The Commonwealth of Independent States</li> <li>• Africa: Middle East &amp; North Africa</li> <li>• Implications of Market Integration</li> <li>• In-class activity: Might Free Trade Bring Peace to the Middle East</li> </ul>
Readings & Assignments	CGG 10 Czinkota, M R (1995). "The World Trade Organization - Perspectives and Prospects," <i>Journal of International Marketing</i> 3, no. 1, pp. 85-92

Session 11	
Topics	Regional Focus: Part 3 - Asia Pacific Region
Activity	<ul style="list-style-type: none"> <li>• Dynamic Growth in the Asia-Pacific Region: Greater China, India, Japan, the Four 'Asian Tigers,' South-East Asia</li> <li>• Bottom-of-the-Pyramid Markets</li> <li>• Asia-Pacific Trade Associations: ASEAN, APEC</li> <li>• Focus on Diversity within China</li> </ul>
Readings & Assignments	<p><b>Group Presentation (2)</b> CGG 11 UAE'S Tourism and Conservation efforts</p> <ul style="list-style-type: none"> <li>• Out-of class activity: Backhaus, K. Muhlfeld, K and Van Doorn, J (2001) Consumer perspectives on standardization in International Advertising: A student sample. <i>Journal of Advertising Research</i>, pp. 53 - 61</li> </ul>

Session 12	
Topics	Competitive Forces
Activity	<ul style="list-style-type: none"> <li>• Strategic elements of competitive forces</li> <li>• Industry analysis and the forces influencing the competitive environment</li> <li>• Competitive advantage &amp; the Industrial Organizational (I/O) view</li> </ul>
Readings & Assignments	Kogut, B. (1985) Designing Global Strategies: Profiting from Operational Flexibility. <i>Sloan Management Review</i> P27-38

Session 13	
Topics	Developing Global Marketing Strategies
Activity	<ul style="list-style-type: none"> <li>• Products and Services for Global Customers</li> <li>• Products &amp; Culture</li> </ul>



	<ul style="list-style-type: none"> <li>• Global Marketing Management</li> <li>• Planning for Global Markets</li> <li>• Alternative Market Entry Strategies</li> <li>• Products &amp; Services for Business: the B2B Markets</li> <li>• Pricing and International Negotiation</li> <li>• <i>In-class activity o Jaguar's Passage to India o Can Interbrew sell more beer to the heavy drinking Czechs?</i></li> </ul>
Readings & Assignments	CGG 12,13 & 14 Srnrka. K (2004) Culture's Role in Marketers' Ethical Decision Making: an integrated theoretical framework. Academy of Marketing Science Review. Vo. 21. No.1

Session 14	
Topics	International Marketing Channels: Communications & Advertising
Activity	<ul style="list-style-type: none"> <li>• Channel-of-Distribution Structures</li> <li>• Alternative Middleman Choices</li> <li>• Cost Factors in Choice of Channels</li> <li>• Channel Management</li> <li>• The Internet as a Channel</li> <li>• Advertising Strategy &amp; Goals</li> <li>• Media Planning &amp; Message Management</li> <li>• <i>In-Class Activity: Samsung: Launching People</i></li> </ul>
Readings & Assignments	CGG 15 & 16 <i>Ozuem, W, Howell, K and Lancaster, G (2008) Communicating in the new interactive marketplace, European Journal of Marketing, 42: 9/10</i>

Session 15	
Topics	Pricing for International Markets & International Negotiations
Activity	<ul style="list-style-type: none"> <li>• Pricing Policy</li> <li>• Approaches to International Pricing</li> <li>• Leasing in International Markets</li> <li>• Foreign Commercial Payments</li> <li>• Dangers of Stereotypes</li> <li>• Pervasive Impactofculture in International Negotiations</li> <li>• Creative Solutions in International Negotiations</li> <li>• <i>In class activity: America's Cuban Conundrum; and Gambling Goes Global on the Internet</i></li> </ul>
Readings & Assignments	CGG 18 & 19 Vogel, D (1992). "The Globalization of Business Ethics: Why America Remains Distinctive." <i>California Management Review</i> 35, no. 1, pp. 30-49 <b>Final Group Report</b>

## Section III: Academic Policies and Standards

### Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

### Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.