

INTERNATIONAL MARKETING

Course code	MNG 124
Course title	International Marketing
Type of course	Online Course
Stage of study	Undergraduate
Department in charge	Undergraduate School
Semester	Summer Programme
ECTS	6 ECTS (36 lectures and workshops + 2 consultation hours + 112 individual work hours)
Coordinating lecturer	Ass. Prof. Dr. Ricardo Fontes Correia
Study form	Free-mover
Prerequisites	None
Language of instruction	English

THE AIM OF THE COURSE:

With a globalized society, International Marketing is not the exception but the Northern star that guides the majority of organizations when they look for growth. Although this interconnectedness between countries, there remain some regional idiosyncrasies that required deep knowledge and specific actions from companies wishing to go abroad. The aim of this course is to provide an understanding of International Marketing framework, outlining how companies develop strategies to approach different markets, and how the daily lives of consumers are influence by the International dimension of the companies' decisions.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives	Assessment methods	Teaching methods
CLO1. Understand global forces and major trends that shape international markets	BLO1.1 BLO1.2	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO2. Understand how marketing and branding decisions should reflect world market characteristics	BLO1.1 BLO1.2 BLO2.1	Case study, seminar participation, project presentation, exam	Lecture and Seminar

CLO3. Identify and classify potential opportunities to serve international markets	BLO1.1 BLO1.2 BLO4.1 BLO4.3	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO4. Develop effective strategies to systematically guide the internationalization process of firms	BLO1.2 BLO4.1 BLO4.3	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO5. Make effective decisions to adapt the firm's offer to international markets	BLO1.2 BLO2.1 BLO4.1 BLO4.3	Case study, seminar participation, project presentation, exam	Lecture and Seminar
CLO6. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	BLO4.1 BLO4.2 BLO4.3	Case study, seminar participation, project presentation, exam	Lecture and Seminar

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
1. Introduction to International Marketing: Scope and Challenges	2	Chapter 1 Case Study #1
2. The Cultural Environment of Global Markets	4	Chapter 3 Case Study #2
3. Assessing Global Market Opportunities	4	Chapter 8 Case Study #3
4. Developing Products and Services in International Markets	6	Chapter 13 Case Study #4
5. Brands in International Markets	6	Chapter 13 Case Study #5
6. International Marketing Distribution Channels	4	Chapter 15

		Case Study #6
7. International Marketing Pricing Strategy	4	Chapter 18 Case Study #7
8. International Marketing Promotion	4	Chapter 16 Case Study #8
9. Impact of New Media in International Marketing	2	Berthon, P., Pitt, L., Plangger, K. Shapiro, D. (2012). "Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy" <i>Business Horizons</i> 55, pp.261-271. Case Study #9
	Total: 36 hours	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 40%</i>	
Case Studies	40
<i>Individual Components 60%</i>	
Pre-Course Individual Analysis	25
Final Exam	35
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Pre-Course work (25 % of the final grade). Written analysis about a brand Internationalization strategy. The specifications about the report to be delivered will be assigned till the middle of June. The students should present their analysis to the class during the second half of the first lecture.

Case Studies: (40 % of the final grade). The course is interactive and requires a high level of involvement from the students during the class sessions. The instructor will present 4 cases about International Marketing. A list of questions accompanies each case. After the case presentation by the instructor, students in groups of 4/5 will produce and submit a written assignment about the case presented. Each write up should have a maximum of 3 pages. Group composition can be modified for the different cases. ^[1]_{SEP}

Final exam accounts for 35 % of the final grade. It will consist of brief open questions and/or multiple-choice questions about all the topics covered during the course. Case study analysis might be included in the exam.

RETAKE POLICY

Retake examination (35 %). If the final exam grade is lower than the minimum required, students have to retake the exam, which will include all the topics covered along the course. Accumulative grades obtained for other assignments still count for the final grading. The retake will consist of a written report on a topic which will be sent by e-mail in 5 working days after the final exam. This written report must be submitted in 20 calendar days after the final exam; the weight of the retake is 35%. Retake reports cannot be rewritten. The course is designed to encourage active participation and attendance. The pre-coursework, homework and final exam are meant to check assimilation of theoretical content as well as to test knowledge application.

Remark:

The final grading for the course is calculated according to the accumulative formula as indicated in the Regulation of Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system!

ADDITIONAL REMARKS

For each session except session 1, students are required to consult the corresponding case study in advance in order to be able to participate in class discussions. The link to access the case study of each session (except session 1) would be shared by the instructor at the end of its previous session.

Attendance and participation in the lectures and seminars are not obligatory, however strongly recommended. Studying solely from slides/ course book is not considered to be a sufficient preparation for the exam.

Bonus points. The instructor has the right to award active students with up to 0,2 extra (grade) points. These “bonus points” will be only awarded to students whose (rounded) final grade would increase after all.

PowerPoint slides for each session would be available for download in advance.

All assignments must be completed on time. No postponement and/or retake of the assigned tasks shall be allowed.

The PowerPoint slides are intellectual property of the instructor and should absolutely not be distributed or duplicated by any person/party without the written consent of the instructor.

Due to the dynamic nature of the content of the course, additional material can be assigned during the course. In case of unforeseen events the schedule will be adapted. The lecturer is trying to include actual and relevant materials – therefore the reading list may differ.

REQUIRED READINGS

Cateora, P., Graham, J., Gilly, M., & Money, B. (2019). *International marketing* (18th ed.). McGraw-Hill Education.

ADDITIONAL READINGS

Alon, I. & Eugene, J. (2013). *Global Marketing - Contemporary Theory Practice and Cases*, McGraw –Hill. ISBN: 978-0-07-131820-4

Baack, D.W., Czarnecka, B., & Baack, D.E. (2018). *International marketing* (2nd ed.). SAGE Publications Ltd.

Berthon, P., Pitt, L., Plangger, K. & Shapiro, D. (2012). “Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy” *Business Horizons* 55, pp.261-271.

Kotabe, M., & Helsen, K. (2020). *Global marketing management* (8th ed.). Wiley.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper