



Shanghai Jiao Tong University

BU411 International Marketing

Instructor Information:	Ryan Tang Home Institution: University of South Australia Email: Ryan.Tang@unisa.edu.au Office Hours: Determined by Instructor		
Term:	December 16, 2019 - January 7, 2020	Credits:	4 units
Class Hours :	Monday through Friday, 160 mins per teaching day		
Discussion Sessions:	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours:	64 contact hours (1 contact hour = 45 mins, 2880 mins in total)		
Required Texts (with ISBN):	Fletcher & Crawford, 2016. International Marketing: An Asia Pacific Perspective (7th edn.), Pearson Australia. (ISBN: 9781488611162)		
Prerequisite:	Marketing Foundations, Fundamentals of Economics		



Course Overview

This course aims to familiarize students with the concepts involved in the marketing of goods and services internationally, which include the rationale of international marketing, international marketing environments, and strategies for international marketing.

Course Goals

On completion of this course, students should be able to:

1. Develop international marketing activities in their actual or future organizations.
2. Analyze the marketing practices and problems of organizations within a global context.
3. Discuss the various environmental variables that impact on international marketing including economic and financial variables, social and cultural, political and legal, and information and technology variables.
4. Develop international marketing strategies for consumer products, industrial products and service products.
5. Appraise marketing strategies that may be necessary for different markets.

Grading Policy

Mid-term exam	25 %
Assignment: Oral Presentation	15 %
Assignment: Written Report	20 %
Final exam	40 %

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2
62-64	C-	1.7
60-61	D	1
≤59	F (Failure)	0



Class Schedule (Subject to Change)

Day	Lecture	Chapter
Day 1	Rationale for International Marketing	Ch.1
Day 2	International Political and Legal Environment	Ch.2
Day 3	International Economic and Financial Environment	Ch.3
Day 4	Social and Cultural Environment	Ch.4
Day 5	Technology and Change in International Marketing	Ch.5
Day 6	International Marketing Research	Ch.7
Day 7	Foreign Market Selection and Entry	Ch.8
Day 8	International Competitive Strategy	Ch.9
Day 9	Mid-term Exam	Ch.1~5, 7~9
Day 10	Global Networks	Ch.10
Day 11	Strategies for Globalization	Ch.11
Day 12	International Marketing Plan	Ch.12
Day 13	Preparation for International Markets	Ch.13
Day 14	Oral Presentation	N/A
Day 15	Course Review and Exam Preparation	N/A