



Shanghai Jiao Tong University

BU411 International Marketing (Online)

<b>Instructor Information</b>	Holger Briel Home Institution: Xi'an Jiaotong-Liverpool University Email: holger.briel@gmail.com		
<b>Term</b>	December 17, 2020 - January 8, 2021	<b>Credits</b>	4 units
<b>Course Delivery</b>	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 6 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 20 hours per week.		
<b>Required Texts (with ISBN)</b>	Fletcher & Crawford, 2016. International Marketing: An Asia Pacific Perspective (7th edn.), Pearson Australia. (ISBN: 9781488611162)		
<b>Prerequisite</b>	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.

**NB:** Due to Covid-19, this will be an online class consisting of **Prerecorded Lectures and Synchronic interactions**. All materials will be uploaded onto Blackboard and your written assessment submissions will equally go through this online learning system. Videoed Oral presentations will be sent directly to a drive yet to be designated in collaboration with the TA. Your workload will remain the same.

## Learning Outcomes

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

Response paper	25 %
Oral Presentation	25 %
Participation	10 %
Case Study/Project	40 %

## Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



## Class Schedule

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	<b>Mid-term Exam</b>	Ch.1~5, 7~9
Day 10	Global Networks	Ch.10
Day 11	Strategies for Globalization I	Ch.11
Day 12	Strategies for Globalization II	Ch.11
Day 13	International Marketing Plan I	Ch.12
Day 14	Lecture by Advertising Agency	N/A
Day 15	Preparation for International Markets I	Ch.13
Day 16	Preparation for International Markets II	Ch. 13
Day 17	Strategies for Globalization	Uploads by Instructor
Day 18	Course Review	Uploads by Instructor