



Shanghai Jiao Tong University

BU411 International Marketing

Instructor Information	Xiaosong Zheng Home Institution: Shanghai University Email: xiaosong.zheng@shu.edu.cn Office Hours: Determined by Instructor		
Term	December 17, 2020 - January 8, 2021	Credits	4 units
Class Hours	Sunday through Thursday, 135 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		
The course might be moved to online delivery due to COVID-19 pandemic. The anticipated date is November 6, 2020.			



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.

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

Mid-term exam	25%
Assignment: 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

Date	Lecture	Readings
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	International 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 I	Ch.11
Day 12	Strategies for Globalization II	Ch.11
Day 13	International Marketing Plan	Ch.12
Day 14	Modifying Products for International Markets	Ch.13
Day 15	International Pricing for Profit	Ch.14
Day 16	Promotion in International Marketing	Ch.15
Day 17	Marketing Services and Projects Overseas	Ch.17
Day 18	Course Wrap-up and Case Study Presentation	N/A