



Shanghai Jiao Tong University

BU411 International Marketing (Online)

Instructor Information	Xiaosong Zheng Home Institution: Shanghai University Email: xiaosong.zheng@shu.edu.cn		
Term	June 28, 2021 - July 23, 2021	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 3–6 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.		
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.

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 %
Case Study Presentation	25 %
Active Participation	10 %
Project and Presentation	40 %
TOTAL	100 %

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	Online Teaching Arrangement
Day 1	Subject introduction. Rationale for International Marketing	Ch.1	approximately 120 minutes recorded video lectures plus 45 minutes online interaction via Zoom
Day 2	International Political and Legal Environment	Ch.2	As above
Day 3	International Economic and Financial Environment	Ch.3	As above
Day 4	Case Study		As above
Day 5	Social and Cultural Environment	Ch.4	As above
Day 6	Technology and Environmental variables in International Marketing	Ch.5-6	As above
Day 7	International Marketing Research.	Ch.7	As above
Day 8	International Market Selection and Entry	Ch.8	As above
Day 9	Mid-Term Exam	Ch.1~8	Mid-Term Exam
Day 10	International Competitive Strategy	Ch.9	As above
Day 11	Internationalization and Globalization	Ch.10-11	As above
Day 12	International Marketing Plan, Modifying Products for International Markets	Ch.12-13	As above
Day 13	International Pricing for Profit.	Ch.14	As above
Day 14	Case Study		As above
Day 15	Promotion in International Marketing	Ch.15	As above
Day 16	Marketing Services and Projects Overseas	Ch.17	As above
Day 17	Case Study Presentation	N/A	Case Study Presentation
Day 18	Case Study Presentation	N/A	Case Study Presentation
Day 19	Project Presentation	N/A	Project Presentation
Day 20	Project Presentation	N/A	Project Presentation