



BU411 International Marketing

Instructor Information	Xiaosong Zheng Home Institution: Shanghai University Email: xiaosong.zheng@shu.edu.cn Office Hours: Determined by Instructor		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 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.

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
Day 1	Subject introduction. 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	Case Study	Case
Day 5	Social and Cultural Environment	Ch.4
Day 6	Technology and Environmental variables in International Marketing	Ch.5-6
Day 7	International Marketing Research.	Ch.7
Day 8	International Market Selection and Entry	Ch.8
Day 9	Mid-Term Exam	Ch.1~8
Day 10	International Competitive Strategy	Ch.9
Day 11	Internationalization and Globalization	Ch.10-11
Day 12	International Marketing Plan, Modifying Products for International Markets	Ch.12-13
Day 13	International Pricing for Profit.	Ch.14
Day 14	Case Study	Case
Day 15	Promotion in International Marketing	Ch.15
Day 16	Marketing Services and Projects Overseas	Ch.17
Day 17	Case Study Presentation	N/A
Day 18	Case Study Presentation	N/A
Day 19	Project Presentation	N/A
Day 20	Project Presentation	N/A

* Fee-paying (non-exchange) program held by School of Continuing Education, SJTU.

* 此课程由上海交通大学继续教育学院开设，所提供课程不包括在上海交通大学与海外高校校级合作的学分互认范畴之内。