



BU411 International Marketing (Online)

Instructor Information	Xuanwei Cao Email: caoxw2002@163.com Home Institution: Xi'an Jiaotong-Liverpool University Office Hours: Determined by Instructor		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 2-6 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 10-15 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

Group Report (including group work document and group presentation) (40%)	Group Report (I)	20%
	Group Report (II)	20%
Exam Paper (45%)	Final exam	45%
Daily Performance (15%)	Tutorial engagement	15%

At the early beginning of the study, you will be assigned to groups. Each group should choose a model/case company. Throughout the learning, each group is expected to facilitate class discussion and contribute to introduce the practices of the company on relevant issues. In the second week, each group should present their chosen case company to analyse the influence of environmental variables on the case company's international market strategy. This is the first 20% of the final mark. In the third week, each group should continue to present their analysis of the planning and promotion of international marketing of the case company. This composes the second 20% of the final mark.

Exam paper would be composed of two short cases to test your comprehensive understanding and analytical skills after the study of this course. Independent answering to the exam questions reflects to great extent your input in the study as well as the development of your capability on applying learned knowledge to solve real issues. Exam has 45% ratio of the final grade.

Participation in each class will be noted with 15% of final mark, and your participation grade will reflect a sum of your class-by-class participation over the entire learning process. Class participation will be evaluated with an emphasis on quality over quantity. Good participants would show their excellent preparations and contribute in a very significant way to ongoing discussions.

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 1.5 hours recorded video lecture
Day 2	International Political and Legal Environment	Ch.2	approximately 1.5 hours recorded video lecture
Day 3	The dynamics of the international economic Development	Ch.3	approximately 1.5 hours recorded video lecture
Day 4	Social and Cultural Environment	Ch.4	approximately 1.5 hours recorded video lecture
Day 5	Technology and Environmental variables in International Marketing	Ch.5	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 6	Contemporary Environmental Variables in International marketing	Ch.6	approximately 1.5 hours recorded video lecture
Day 7	International Market Research, Selection and Entry	Ch.7	approximately 1.5 hours recorded video lecture
Day 8	International Market Research, Selection and Entry	Ch.8	approximately 1.5 hours recorded video lecture
Day 9	International Competitive Strategy	Ch.9	approximately 1.5 hours recorded video lecture
Day 10	Group Report (I)		
Day 11	Internationalization, relationships and networks	Ch.10	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 12	Globalization	Ch.11	approximately 1.5 hours recorded video lecture
Day 13	Planning for Effective International Marketing	Ch.12	approximately 1.5 hours recorded video lecture



Day 14	Modifying Products for International Markets	Ch.13	approximately 1.5 hours recorded video lecture
Day 15	International Pricing for Profit	Ch.14	approximately 1.5 hours recorded video lecture
Day 16	Promotion in International Marketing	Ch.15	approximately 1.5 hours recorded video lecture
Day 17	Effective international distribution	Ch.16	approximately 1.5 hours recorded video lecture
Day 18	International Marketing in the Decade Ahead	Ch.18	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 19	Group Report (II)		
Day 20	Final Exam		

* 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。