



## BU411 International Marketing

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

## 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 %
<b>TOTAL</b>	<b>100 %</b>

## 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	<b>Case Study</b>	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	<b>Mid-Term Exam</b>	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	<b>Case Study</b>	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