



### BU411 International Marketing (Online)

<b>Instructor Information</b>	<p>Holger Briel Home Institution: Xi'an Jiaotong-Liverpool University Email: holger.briel@gmail.com</p>		
<b>Term</b>	<p>June 27, 2022 - July 22, 2022</p>	<b>Credits</b>	<p>4 units</p>
<b>Course Delivery</b>	<p>The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 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.</p>		
<b>Required Texts (with ISBN)</b>	<p>Fletcher &amp; Crawford, 2016. International Marketing: An Asia Pacific Perspective (7th ed.), Pearson Australia. (ISBN: 9781488611162)</p>		
<b>Prerequisite</b>	<p>Marketing Foundations, Fundamentals of Economics</p>		



## 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

Response paper	25 %
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

Day	Lecture	Chapter	Online Teaching Arrangement
Day 1	Rationale for International Marketing	Ch.1	approximately 150 minutes online interaction via Zoom
Day 2	International Political and Legal Environment	Ch.2	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 3	International Economic and Financial Environment	Ch.3	Approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 4	Social and Cultural Environment	Ch.4	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 5	Technology and Change in International Marketing	Ch.5	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 6	International Marketing Research	Ch.7	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 7	Foreign Market Selection and Entry	Ch.8	approximately 150 minutes online interaction via Zoom
Day 8	International Competitive Strategy	Ch.9	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 9	Mid-term Exam	Ch.1~5, 7~9	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 10	Global Networks	Ch.10	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 11	Strategies for Globalization I	Ch.11	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 12	Strategies for Globalization II	Ch.11	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 13	International Marketing Plan I	Ch.12	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 14	Lecture by Advertising Agency	N/A	approximately 150 minutes online interaction via Zoom
Day 15	Preparation for International Markets I	Ch.13	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work



Day 16	Preparation for International Markets II	Ch. 13	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 17	Strategies for Globalization I	Uploads by Instructor	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 18	Strategies for Globalization II	Uploads by Instructor	approximately 60 minutes pre-recorded video lectures plus online material (videos, PPTs, additional texts), about 45 min work
Day 19	Course Review	Uploads by Instructor	approximately 150 minutes online interaction
Day 20	Final Exam	n/a	180 minutes in-class proctored exam