



BU511 International Marketing (Postgraduate)

Instructor Information	<p>Xiaoping Wang Home Institution: Shanghai Business School Email: wangxp@sbs.edu.cn Office Hours: Determined by Instructor</p>		
Term	<p>June 27, 2022 - July 22, 2022</p>	Credits	<p>4 units</p>
Class Hours	<p>Monday through Friday, 120 mins per teaching day</p>		
Discussion Sessions	<p>2.5 hours each week, conducted by teaching assistant(s)</p>		
Total Contact Hours	<p>66 contact hours (1 contact hour = 45 mins, 3000 mins in total)</p>		
Required Texts (with ISBN)	<p>Philip R.Cateora&Mary C.Gilly&John L. G,2016. International Marketing(17 th edn),Machinery Industry Press(ISBN: 9787111574064)</p>		
Prerequisite	<p>Marketing Foundations, Fundamentals of Economics</p>		



Course Overview

Through the course, students can master the basic process of international marketing, understand the challenges faced by international marketers in the dynamic international environment, cultivate students' vision of international marketing, and understand the influence of culture, history, political environment, international legal environment, international economic arrangements, technical standards and international marketing of currency movement, Enable students to use the theoretical knowledge they have learned, have the ability to carry out international marketing planning, have the ability to carry out international market research, have the ability to formulate international business strategies, select international target markets and carry out market positioning, and improve their comprehensive ability to analyze and deal with international marketing problems.

Learning Outcomes

On completion of this course, students should be able to:

1. Know the basics of international marketing
2. Obtain cross-cultural capabilities of international marketing
3. Strengthen competency in practice of international marketing
4. Appreciate and share the development of global civilization

Course Procedure

1. Class Attendance

Attendance is mandatory. You should come to every class on time unless you have a family or health related problem. If for some reasons you are not able to come to class or you have to come late or leave early, you should let me know by telling me directly or leaving messages to me. It is necessary to get the class notes and assignments from other students when you have missed a class.

2. Class Preparation

you should expect to spend at least 2 hours per week preparing for class. Teacher will let you know what you will study next week. Especially, before every presentation you need to spend significant time to collect material and discuss with classmates.

Assessment Type

Case Study and Project Assignment - The purpose of the case study and project assignment is to provide each student with the opportunity to apply international marketing theory and to learn how to understand the terms. There are many different cases in the textbook and we will have many discussions in class too. The class will be divided into several groups. Each group will consist of 4 to 5 members and each member will receive the same grade. The group presentation should be held in the Mid late July. Each group will choose one topic of the chapter and prepare for the topic. You should discuss topics with your group members, and make a 15 minutes presentation in class with PPT. Teacher will score every student according to your presentation content and other students response. Late submission will cause penalty on the grade. We will also have some class discussion during the course. The group members will discuss about the topics and tell teacher their group opinions. The group who give more creative opinions will get rewards on the grade.

Mid-term exam- The mid-term exam will be given at the middle of the semester. The exam duration is about 1.5 hours. The mid-term exam will focus on the text, lectures and presentations. It will consist of 20 multi choices, 10 true or false, 1 short answer and 1 application questions. Teacher will show some examples of the final exam to students for them reference before the exam.



Grading Policy

Assignment1 & 2	20%
Mid-term exam	25%
Case Study Presentation	25%
Project and Presentation	30%

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	The scope and challenge of international marketing	Chapter 1
Day 2	The global environment of international marketing	Chapter 2
Day 3	History and geography: the foundation of cultural	Chapter 3
Day 4	Cultural dynamics in assessing global markets	Chapter 4
Day 5	Culture, management style, and business systems	Chapter 5
Day 6	The political environment: a critical concern	Chapter 6
Day 7	The international legal environment: playing by the rules	Chapter 7
Day 8	Developing a global vision through marketing research	Chapter 8
Day 9	Mid-term Exam	
Day 10	Economic development and the Americas	Chapter 9
Day 11	Europe, Africa and the Middle East	Chapter 10
Day 12	The Asia-pacific region	Chapter 11
Day 13	Global marketing management: planning and organization	Chapter 12
Day 14	Products and services consumers	Chapter 13
Day 15	products and services for Enterprise	Chapter 14
Day 16	International marketing channels	Chapter 15
Day 17	Integrated marketing communications and international advertising; Review	Chapter 16
Day 18	International market pricing	Chapter 18
Day 19	Project Presentation	
Day 20	Project Presentation	

*Use Q&A time to have case study presentation