

ITEM		
1. Title of subject	International Marketing	
2. Subject code	DBA 211	
3. Status of subject	Compulsory	
4. Stage	Diploma	
5. Credit Hours	Three (3)	
6. Pre-requisite	None	
7. Assessment	Course work: 30% Final examination: 70%	
8. Semester	Semester 6	
9. Objective of subject	Upon completion of the unit, students will be able to: (a) Apply international marketing principles to the organization; (b) Explain the value of international marketing to organizations, countries and regional groups; (c) Design an international marketing strategy that matches functional capabilities of an organization and its environmental factors.	
10. Synopsis of subject	This subject examines the different concepts of international marketing within today's dynamic world trading environment.	
11. Details of subject	Contents	Hours
Week 1 and 2	Topic: The Scope and Challenge of International Marketing	6

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain the meaning of international marketing; • Identify the scope of the international marketing task; • Discuss different international marketing orientations/concepts. <p>Activity: Answer discussion question, pg 54-55, Cateora & Graham.</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 1 & 2, page 2-53.</p>	
<p>Week 3</p>	<p>Topic: International Environment I: Economic/Political, Legal and Competitive</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Compile the legal differences between countries that affect international marketing. • Discuss the effects of protectionism on world trade. • Elaborate different types of trade barriers. • Explain how the political environment can assist or close foreign markets. • Discuss the strategic implications of regional market groups and international agreements. <p>Activity: Answer discussion question, pg 207-208, Cateora & Graham.</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 6 & 7, page 156-206.</p>	<p>3</p>
<p>Week 4 and 5</p>	<p>Topic: International Environment II: Social, Cultural & Technological Issues</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain the importance of geography & history as the foundations of cultural understanding. • Discuss the cultural influences of buyer behaviour. • Analyze the impact of the cultural dimension in the international marketplace. • Prepare a cultural analysis of the foreign market. • Discuss how technological advances will shape international markets. 	<p>6</p>

	<p>Activity: Answer discussion question, pg 152-153, Cateora & Graham</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 4 & 5, page 92-151.</p>	
Week 6	<p>Topic: International Segmentation</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain the principles of segmentation. • Elaborate the types of global segmentation available. • Evaluate the appropriateness of the different methods. • Discuss targeting and positioning in overseas markets. <p>Activity: Case study: Creating Competitive Advantage, page 258-259, Chee and Harris.</p> <p>Further reading for this lesson: Chee and Harris, Chapter 9, page 217-260.</p>	3
Week 7 and 8	<p>Topic: International Product Policy</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Identify factors impacting upon the suitability of product offerings for intended markets. • Assess implications of standardised versus differentiated product policies in international marketing. • Compare and contrast consumer and industrial product policies for international markets. <p>Activity: Answer discussion question, pg 397, Cateora & Graham.</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 12 & 13, page 340-396.</p>	6
Week 9	<p>Topic: International Market Entry Strategies</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Assess appropriate criteria for selecting market-entry modes. • Explain associated characteristics of various market entry modes. 	3

	<p>Activity: Case Study: Marketing microwave ovens to a new market segment, page 616-617, Cateora & Graham.</p>	
	<p>Further reading for this lesson: Cateora & Graham, Chapter 11, page 312-338.</p>	
Week 10	<p>Topic: International Distribution Decisions</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Discuss the role of distribution in marketing strategy. • Describe the various types of distribution channels. • Elaborate the importance of international distribution decisions. • Discuss the factors affecting the choice of channels. • Explain the methods of locations, selecting and motivating channel members. 	
	<p>Activity: Answer discussion question, pg 433, Cateora & Graham.</p>	
	<p>Further reading for this lesson: Chapter 14, page 398-432, Cateora & Graham.</p>	
Week 11	<p>Topic: International promotion strategies</p>	3
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Identify the differing strategies for promoting an international product. • Discuss the constraints on the international advertising program. • Elaborate the agency selection process and the relative roles of international versus local agencies. • Explain how firms choose their international advertising message and the parameters of that message. • Compile a set of PR strategy for a foreign firm. • Explain the variety of special forms of promotion available to the international marketer. 	
	<p>Activity: Case Study: Tambrands: Overcoming Cultural Resistance, page 654-655, Cateora & Graham.</p>	
	<p>Further reading for this lesson: Cateora & Graham, Chapter 16 & 17, page 466-526.</p>	
Week 12	<p>Topic: Global Branding</p>	3

	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Define the term global brand and understand the importance of protecting brands. • Examine the different branding strategies available to the global firm. • Discuss the value of brands to the firm. • Explain the contributory factors in the growth and development of brands. <p>Activity: Answer discussion question, pg 204, Bradley.</p> <p>Further reading for this lesson: Bradley, Chapter 11, page 189-203.</p>	
<p>Week 13</p>	<p>Topic: Pricing in International Markets</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain the definition of pricing and basic pricing objectives. • Elaborate the factors important in international pricing. • Analyze the impact of parallel imports and the grey market on pricing. • Discuss the effects of price escalation and ways to lessen these. • Discuss the use of countertrading. <p>Activity: Answer discussion question, pg 559-560, Cateora & Graham.</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 18, page 528-558.</p>	<p>3</p>
<p>Week 14</p>	<p>Topic: Further Issues for International Marketing</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Identify key issues for the ongoing development/evolution of international marketing in the future. • Discuss the ethical implications of international marketing. <p>Activity: Case Study: Ethics and Airbus, Page 630-633, Cateora & Graham.</p> <p>Further reading for this lesson: Cateora & Graham, Chapter 8, page 210-241.</p>	<p>3</p>

	Total	42
12. Text	Compulsory	Cateora, P. R., & Graham, J. L. (2005). <i>International Marketing</i> (12 th ed.). McGraw Hill/ Irwin.
	Reference	Bradley, F. (2005). <i>International Marketing Strategy</i> (5 th ed.). McGraw Hill. Chee, H., & Harris, R. (1998). <i>Global Marketig Strategy</i> . London: Pitman Publishing.

