GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

International Marketing

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

International Marketing

CODE	CREDITS	LANGUAGE	LEVEL
CE 4/1	5 ECTS	English	Bachelor

LECTURER	EXAMS
Dr. I Nyoman Madiun, MSc	Written Mid-term Exam · Written Final Exam

Description

Because of advances in technology, increasing international trade, growing global income levels, and a convergence of consumer tastes, companies worldwide must examine their business strategies and tactics with a global perspective. This course introduces a broad array of fundamental concepts and strategies that will enable students to understand these dynamic changes in the global marketing environment. A supplemental reading offers insight into international marketing in the service industry.

Learning objectives

- By the end of the learning process, students should:
- Be able to determine whether an organization is ready to “go global”
- Be able to assess markets and plan the development of an organization that is preparing a global marketing program
- Understand the tasks involved in managing global marketing programs

Subjects covered

Economies of scale; International marketing; Market segmentation; Marketing mix; Product life cycle; Transfer pricing; Vertical integration; Global markets

Weekly topics

1 Introduction

- Global Marketing
- The Global Manager
- Importance of Global Markets
- Development of Global Marketing
- Role in Global Marketing

2 The Global Economy

- International Trade
- Basic Theories of World Trade
- Outsourcing
- Economic Considerations

3 Cultural and Social Forces

- Definition of Culture
- Cultural Values
- Language and Communication
- Cultural Differences

4 Global Markets

- Markets and Buyers
- Consumer Markets
- Business Markets
- Government Markets
- Case: Airbnb, a “global, social experiment”

5 Global Competitors

- Globalization of Competition
- Home Country Actions and Global Competitiveness
- Competitors from Emerging Markets

6 **Mid-term Test**

9 Global Marketing Research

- International Marketing Research
- Challenges in Planning International Research
- Studying the Competition
- Outsourcing Research
- Developing a Global Information System
- Case: Shanghai Jahwa, China’s largest domestically owned manufacturer of everyday personal care products

10 Global Market Participation

- International Marketing Operations
- Evaluating National Markets
- Geographic Market Choices
- Country Selection

11 Global Market Entry Strategies

- Exporting
- Foreign Production
- Ownership Strategies
- M&A and Exit Strategies
- Case: Coca-Cola, “Ramadan package in Muslim countries”

12 Global Product Strategies

- Product Design
- Packaging and Labeling
- Warranty and Service Policies
- New Product Development

13 Global Strategies for Services, Brands, Social Marketing

- Marketing Services including Social Marketing
- Branding
- Trademarks and Brand Protection
- Case: Unilever, a study of successful franchising

14 Pricing for Global Markets

- Profit and Cost Factors
- Market and Environmental Factors
- Managerial Issues in Global Pricing

15 Global Promotion Strategies

- Global Promotion Strategies
- Personal Selling
- Global Account Management
- Selling to Businesses and Governments
- Other Forms of Promotion; Managing Global Advertising
- Global vs. Local
- Global Campaigns and Media Strategy
- Global-Local Decisions
- Case: H&M, optimizing the online experience

Grading

Individual participation	**10%**
Mid-term Exam	**30%**
Final Exam	**60%**

Books and other sources

1. Kotabe, M., A. Peloso, G. Gregory, G. Noble, W. MacArthur, C. Neal, A. Riege and K. Helsen. 2005. *International Marketing: An Asia Pacific Focus*. Brisbane: John Wiley and Sons.
2. Kotabe, M. and K. Helsen. 2010. *Global Marketing Management*, 5th ed. John Wiley and Sons.
3. Fletcher, R. and H. Crawford. 2011. *International Marketing: An Asia-Pacific Perspective*, 5th ed. Sydney: Prentice Hall.
4. Craig, C. S. and S. P. Douglas. 2005. *International Marketing Research*, 3rd ed. John Wiley and Sons.
5. Czinkota, M. and I. Ronkainen. 2010. *International Marketing*, 9th ed. Thomson South-Western.
6. Cateora, Philip R., Mary C. Gilly and John L. Graham. 2011. *International Marketing*, 15th ed. Boston, MA: Irwin McGraw-Hill.

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