

Course: International Marketing

Lecturer	Ass.-Prof. Deshia Leonhirth, MBA, PhD
Performance	Two group presentations (20%), group project paper (40%), and final examination (40%)
Prerequisites	Introductory level principles of management course
Qualification objectives/ Learning outcomes	<ul style="list-style-type: none"> • Examine and apply the principles of global marketing, and the development and management of a global marketing strategy. • Examine and apply the principles of relationships with consumers, distribution channels, competitors, communications agencies and regulatory bodies in different geographic markets; and factors entering into the development and management of a global marketing strategy.
Contents	<p>Students will work in teams throughout the block course to examine global consumers / markets; recognize the importance of marketing strategies that should be customized to cultures; and using such knowledge in marketing to different cultures. This is facilitated through lecture, case and article discussions and a semester long group project. Groups will identify a currently existing brand and identify a marketing strategy to introduce this brand in a country in which the brand is currently unknown. During this project students will be expected to examine the market of the target consumers and make a case for the potential success of this brand in the chosen market. Groups will discuss culture, target consumers, branding and promotion, market entry, supply chain management of the product / service, and pricing strategies. Groups will have two presentations. One presentation on the cross cultural research and the final presentation discussing the introduction of the selected brand into the target market including the topics identified above. Groups will submit a final paper based on their project for evaluation.</p>
Media	<ul style="list-style-type: none"> • In-class case studies • e-Learning • In-class group activities • PowerPoint slides for the textbook chapter's
Literature	<ul style="list-style-type: none"> • Textbook: International Marketing, 16th edition (2013). Philip Cateora, Mary Gilly, & John Graham • Articles will be provided at a later date.