CIEE London, England

Course Title: International Marketing  
Course Code: (GI) MKTG 3001 CIEE  
Programs Offering Course: Semester Global Internship, Open Campus Block  
Open Campus Track: Business  
Language of Instruction: English  
U.S. Semester Credits: 3.00  
Contact Hours: 45.00  
Term: Fall Block I 2020

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real-world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Recognize the impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Online lectures will introduce students to the main themes and concepts. Instruction will be supported by original and secondary materials, and will include films, case studies, and online discussion boards. All readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their written work. Engagement in class will be enhanced through student-led discussions, and the connection and relevance of the course to the UK will be illustrated with guest speakers.

Assessment and Final Grade

1. Case Study Analysis  15%
2. Midterm Exam  20%
3. Marketing Plan  25%
4. Research Paper  20%
5. Participation  20%
TOTAL  100%
Course Requirements

Case Study Analysis

Students are required to contribute to three set case studies and post their written report in the online discussions on the online learning environment. Throughout the course these three case study will focus on International Companies and their global marketing challenges with a focus on UK companies / markets. Students will have to answer several answers and post their opinions on the online focus to be shared with other students for discussion. It is extremely important that all the students read and analyze these cases prior or immediately after the online lecture for improved understanding of the concepts.

Time on task: 18 hours

Midterm – Audio Recorded Presentation (20%)
A 5-7 minute Microsoft PPT presentation on a topic individual student select and is approved by the lecturer. The student will pick on brand/product and one country / market the brand/product is marketed and sold. The focus on the PPT will be to compare and contrast the adaptations and/or standardization between the UK/US market to the selected country. The topic of this presentation has to be approved by the instructor on the online portal. Source materials, photographs, illustrations should be utilized to make the presentation interactive.

Time on task: 20 hours

Midterm – Audio Recorded Presentation (20%)
A 5-7 minute Microsoft PPT presentation on a topic individual student select and is approved by the lecturer. The student will pick on brand/product and one country / market the brand/product is marketed and sold. The focus on the PPT will be to compare and contrast the adaptations and/or standardization between the UK/US market to the selected country. The topic of this presentation has to be approved by the instructor on the online portal. Source materials, photographs, illustrations should be utilized to make the presentation interactive.

Time on task: 20 hours

Research Paper (20%)
An approximate 1,500-word research paper to be typed, double-spaced on the topic related to the selected brand/product and its global activities in a selected country. The lecturer will assign the topic of this paper. Students ideally used extensive academic sources and application to the brand selected. Source materials, photographs, illustrations must be utilized to discuss further the brand. Additionally citations and sound academic bibliography are required. Extensive research work is required for development of this individual student research paper.

Time on task: 30 hours

Participation

Participation is defined as meaningful contribution in the digital classroom, using the resources and materials presented to students as part of the course. Meaningful contribution requires students to prepare in advance of each recorded session and regularly engage with the resources, discussions, reflective assignments, and all other online learning activities. Students are required to demonstrate engagement with course materials, for example, through insightful, constructive comments and by using subject-appropriate terminology in: online discussion boards, peer-to-peer feedback (after viewing the presentations of others), interaction with guest speakers, where available, and submissions related to other outside-of-class activities. Students should ensure that submitted commentary balances opinions, general impressions, and specific and thoughtful criticisms or contributions. Grades are based on the content, depth, and quality of the aforementioned types of meaningful contributions as measured per the Participation grading rubric in Canvas.

Students are also expected to use the Canvas inbox for communicating any clarifying questions they may want to ask about assessments or other course requirements.

Technology Requirements

Participation requires access to a computer with microphone (a headset and microphone are preferred over built-in sound devices) and webcam; a stable and strong internet connection; and a quiet and well-lit environment.
Expectations: In an asynchronous online learning format, attendance takes the form of active student engagement:

- in instructional activities, course content, course tools
- with the course instructor, other students, and
- by timely completion of all assessments.

“Attendance” is more than just logging into the course on Canvas. Students must establish a record of participation in academically related activities in order to comply with this requirement.

Academically related activities include, but are not limited to:

- submitting an academic assignment;
- taking an exam or quiz;
- attending a study group that is assigned by the instructor;
- participating in an online discussion about academic matters, designed by the instructor; or
- initiating contact in Canvas with the instructor to ask a question about the academic subject studied in the course.

Academically related activities do NOT include activities where a student may be present, but not academically engaged, such as:

- logging into an online class without active participation
- contributing to or engaging in the CIEE Orientation or Community Course(s)

First Week of Class: Online courses officially commence on the first day of the term. Students must demonstrate engagement in class by no later than day 5 of the term, or risk being administratively dropped from the course with no opportunity to re-enroll. Students administratively dropped from the course for failure to engage will be considered withdrawn from the program and subject to CIEE financial withdrawal policies and fees.

Duration of Course: Continued, regular class engagement is required throughout the scheduled duration of the course, and disengagement will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for completing courses online, consistent failure to engage in the course on a weekly basis (defined as failing to engage for two or more weeks of online learning) will result in a formal written warning from the CIEE Center Director.

CIEE instructors / staff will monitor student engagement on a weekly basis.

The weekly schedule below outlines due dates for asynchronous learning activities for this course.

N.B. Please note the class schedule is subject to change if opportunities arise to enhance the curriculum.
Weekly Schedule

Week 1

Class: 1.1 What are the Challenges and Opportunities of International Marketing?

- Core concepts / Introduction to Course
- Global environmental drivers for International Marketing
- Standardization vs Adaptation
- Barriers to International Marketing
- International Trade Wars Impact on Brands

  Time on task: 4 hours

Class: 1.2 Marketing for a Local (National) Versus a Global (Multinational) Audience

- Marketing for a local (national) versus a global (multinational) audience
- Key factors that go into and distinguish both International trade frameworks and policy
- Different needs for Global Planning
- British Beer Companies in China

  Time on task: 4 hours

Week 2

Class: 2.1 London Museum of Brands & Culture and Marketing

- Online activity on London Museum of Brands
- Cultural Dimensions / Cultural Web
- Hofstede Six Cultural Dimensions
- The Theory of Cultural differences
- The role of culture
- Risks in international operations:
- Diversity in Marketing

  Time on task: 4 hours

Class: 2.2 The Economic, Political and Legal Environment

- Economic Factors in International Marketing
- Regulations and the law
- Introduction to the international marketing plan
- Economic factors
- The political and legal environment
- Consumer, industrial, and government markets

  Time on task: 4 hours
Week 3
Global Marketing Environment & Marketing Operations Orientations

Class: 3.1 The International Marketing Environment
- Global Consumer - The international marketing environment
- Country of Origin Effect
- Strategic planning for Marketing operations

Time on task: 4 hours

Class: 3.2 Marketing Operations Orientations
- Management Orientations for Global Marketing
- Marketing Depots: Ethnocentric, Polycentric, Regio-centric, Geocentric
- Globalized versus Localized Communication
- Born Global Companies
- Vodafone – Spain vs Germany
- Traditional vs Born-Global Views
- InterNations GmbH

Time on task: 4 hours

Class: 3.3 Midterm Exam

Week 4
Class: 4.1 Market entry and expansion & Key analysis
- Market Entry Dependencies.
- Level of Involvement by Market Entry
- 7 Modes of Market Entry
- Control vs Risk for Market Entries
- Implementation and control
- Microenvironment: industry and competition analysis
- Microenvironment: market and consumer analysis

Time on task: 4 hours

Class: 4.2 Key analysis
- Marketing organization, implementation, and control
- SWOT Analysis
- Product management and global brands
- Lion King and High school musical Case study
- Advertising, promotion, and sales
- Pricing strategies and tactics

Time on task: 4 hours

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**Week 5**

**Class: 5.1 Marketing of Services Globally**
- Challenges for Services
- Product-Service spectrum
- 5 Characteristics of Services
- Main differences of Service vs Goods and Implications
- Examples of Customer Service Globally
- 7 Ps of Marketing of Services

Time on task: 4 hours

**Class: 5.2 E-Marketing**
- Marketing over The Cloud (The internet)
- Benefits of E-Business
- Barriers to e-business
- International marketing strategies
- Target market entry decisions

Time on task: 4 hours

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**Week 6**

**Class: 6.1 Social Media**
- Social networks and communication
Course Materials

Readings
Core reading:
  - Case Studies on Canvas

Other books:

Complementary Readings/Videos:
  - Marketing by Philip Kotler (https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s )
  - Key concepts in marketing and international marketing – Giorgio Gandellini (2010) – Page 1 of 9 (on-line at: http://www.confindustria.pu.it/$file/_id1/20/_id2/0000008326.pdf [Accessed 03/07/19]

Online Resources

Students will use a variety of online resources specific to the industry in which they are doing their internship. Examples include reviews of industry journals, relevant professional association websites, and local social media.

Media Resources

Students will be responsible for monitoring local newspapers, magazines, and other regional publications. Of particular interest will be current events relevant to their workplace.