

CET Syllabus of Record



Program: Chinese Studies and Internship in Shanghai

Course Title: International Marketing

Course Code: SH260

Total Hours: 45

Recommended Credits: 3

Suggested Cross Listings: Marketing, Marketing Management, International Business

Language of Instruction: English

Prerequisites/Requirements: Open to all program students

Description

International marketing practitioners and researchers confront a significant opportunity and challenge: the rise of the Chinese economy, corporations and consumers. In response, the course is intended to cover the essentials of international marketing with a special focus on China. The first part introduces the fundamentals, including the scope and global environment of international marketing. The second part studies the factors that contribute to the unique challenges of marketing in the global marketplace: history and geography, culture, management style, and the political and legal ecosystem. The third part of the course discusses the elements of international marketing strategy: market research, planning, B2C/B2B products, channels, integrated marketing communications and pricing in the international marketplace. Throughout the course, students also study and discuss cases that supplement the research topics.

Objectives

Through this course, students:

1. Understand the essentials of international marketing.
2. Investigate the unique challenges of operating in specific national markets.
3. Grasp the basics of a marketing strategy, and the application of the strategy to China-related situations.

Course Requirements

Course readings, averaging 40 pages per session, should be completed before class. Students must attend all classes and are expected to participate actively in all class discussions.

Students are required to submit notes of course readings and keep up with in-class discussions.

Students complete one group presentation for their class project, as well as a group project paper. Group project presentations and papers are assigned at the start of the course. The assignment is to provide global and local insights to help a Chinese business go international, or an international business to enter or expand its business in the Chinese market. Group size is two to three students. Presentations are twenty minutes in length and group project papers are approximately 3,000 words in length. Presentations are graded on quality of presentation and soundness of analysis. Papers are similarly graded, further requirements being proper referencing and a good choice of sources.

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At the end of the course, students take a 2-hour final exam that includes multiple choice, essay questions, and project peer evaluation.

Methods of Evaluation

The final grade is determined as follows:

Participation:	10%
Notes:	30%
Group project:	15%
Group project presentation:	15%
Final Exam:	30%

Grade	Percentile	Qualitative Standard
A+:	98-100%	Excellent. Consistently outstanding performance throughout the semester, with plus grades being reserved for superior work that surpasses all standards listed in the course syllabus.
A:	93-97%	
A-:	90-92%	
B+:	87-89%	Good. A solid performance that is above average yet may also contain notable errors or shortcomings.
B:	83-86%	
B-:	80-82%	
C+:	77-79%	Satisfactory. An average performance wherein the minimum criteria listed in the course syllabus have been achieved.
C:	73-76%	
C-:	70-72%	
D+:	67-69%	Minimal pass. Work is seriously deficient in multiple areas: thought, writing, attendance, participation, etc.
D:	63-66%	
D-:	60-62%	
F:	59%	Failure. Work that fails to meet the minimum criteria in all aspects.

Primary Texts

Cateora, P.R., Gilly, M.C., & Graham, J.L. (2013). *International Marketing* 16th Edition. McGraw-Hill/China Renmin University Press.

Czinkota, M.R., & Ronkainen, I.A. (2012). *International Marketing* 10th Edition. South-Western Cengage Learning.

Kotler, P., Keller, K.L., & Lu, T. (2013). *Marketing Management in China*. Pearson.

Supplementary Texts

Kotler, P. & Keller, K. (2011). *Marketing Management* 15th Edition. Pearson, New York.

Aaker, D.A., Kumar, V., Leone, R., & Day, G.S. (2012). *Marketing Research* 11th Edition. John Wiley & Sons, Hoboken, NJ.

Solomon, M.R. (2011). *Consumer Behavior: Buying, Having, and Being*. Ninth Edition. Pearson, New York.

Doctoroff, Tom. (2012). *What Chinese Want: Culture, Communism, and China's Modern Consumer*. Palgrave MacMillan, New York.

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- Pomeranz, K. (2000). *The Great Divergence: China, Europe, and the Making of the Modern World Economy*. Princeton University Press, New Jersey.
- Yan, R. (1994). "To Reach China's Consumers, Adapt To Guo Qing," *Harvard Business Review*, September-October, pp. 66-74.
- Gerth, K (2010), *As China Goes, So Goes the World: How Chinese Consumers Are Transforming Everything*. Hill and Wang, New York.
- De Mooij, M. and Hofstede, G. (2011), "Cross-Cultural Consumer Behavior: A Review of Research Findings", *Journal of International Consumer Marketing*, 23, pp. 181-192
- Arnould, E.J. and Thompson, C.J. (2005), "Consumer Culture Theory (CCT): Twenty Years of Research", *Journal of Consumer Research*, March, 31, (4), pp. 868-882
- Shostya, A. & Morreale, J. C. (2014). U.S.-China economic and political relations: Youths' perceptions. *International Advances in Economic Research*, 20(2), 189-202.
- Gadiesh, O., Leung, P., & Vestring, T. (2007). The battle for China's good-enough market. *Harvard Business Review* 85(9), 80-89.
- Hung, K. H., Gu, F. F., & Yim, C. K. B. (2007). A Social Institutional Approach to Identifying Generation Cohorts in China with a Comparison with American Consumers. *Journal of International Business Studies*, 2007, 38(5), 836-853.
- Laroche, M., Nepomuceno, M. V., Huang, L., & Richard, M. (2011). What's so funny? The use of humor in magazine advertising in the United States, China and France. *Journal of Advertising Research*, 51(2), 404-416.
- Westjohn, S. A., Singh, N., & Magnusson, P. (2012). Responsiveness to global and local consumer culture positioning: a personality and collective identity perspective. *Journal of International Marketing*, 20(1), 58-73.
- World Investment Report 2015, www.unctad.org
- Frost, S. (2004). Chinese Outward Direct Investment in Southeast Asia: How Big are the Flows and What Does it Mean for the Region? *The Pacific Review* 17 (3).
- Trompenaars, F. (1996), "Resolving International Conflicts: Culture and Business Strategy", *Business Strategy Review*, London Business School, Vol. 7 No. 3, pp. 51-68.
- Ghemawat, P. (2001), "Distance Still Matters", *Harvard Business Review*, September 2001.
- Brouthers, Brouthers and Wilkinson (1995), "Strategic Alliances: Choose Your Partners", *Long Range Planning*, Volume 28, Issue 3.
- Bhartlett and Ghosal (2000), "Going Global: Lessons for Late Movers", *Harvard Business Review*.
- Ghoshal and Nohria (1993), "Horses for Courses", *Sloan Management Review*, Winter.
- Ghemawat, P. (2007), "Managing Differences: The Central Challenge of Global Strategy", *Harvard Business Review*, March 2007.
- Ghemawat, P. (2003), "The Forgotten Strategy", *Harvard Business Review*, November 2003.
- Cremer, R. and B. Ramasamy, Engaging China: Strategies for the Small Internationalizing Firm, *Journal of Business Strategy*, forthcoming.
- Baldwin, R. (2006). Managing the Noodle Bowl: The Fragility of East Asia Regionalism.

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Outline of Course Content

Session 1	The Scope of International Marketing
Session 2	The Global Marketing Environment
Session 3	History & Geography: The Roots of Culture
Session 4	The Cultural Factor: New Research Findings
Session 5	Field Trip & Case Study
Session 6	Management Style
Session 7	Political & Legal Ecosystems
Session 8	Presentation
Session 9	Market Research & Planning
Session 10	Products & Services
Session 11	Marketing Channels
Session 12	Integrated Marketing Communication
Session 13	Pricing in the global marketplace
Session 14	Final Exam

Note: Fall/Spring students cover approximately 1 or 2 topics per week. During the summer, when class periods are longer, students cover approximately 2 or 3 topics per week.