Program: CET Shanghai
Course Code / Title: (SH/MKTG 360) International Marketing
Total Hours: 45
Recommended Credits: 3
Primary Discipline / Suggested Cross Listings: Marketing / International Business, Business Administration and Management, Communication and Media Studies
Language of Instruction: English
Prerequisites/Requirements: None

Description
Effective marketing satisfies consumer needs and creates consumer value while allowing firms and organizations to achieve their objectives. Businesspeople in all industries need a solid understanding of marketing to operate a successful business. This is even more true today, as international marketing practitioners and researchers confront a significant opportunity and challenge in the globalization of world markets -- particularly in emerging markets, including the rise of Asian economies, corporations, and consumers. This course introduces the concepts and skills essential to creating and critiquing international marketing strategies. Course topics include the environmental forces shaping consumer needs and preferences; the impact of political and economic factors on firms operating across borders; and the influence of international competition, market segmentation, and strategy decisions specific to international marketing.

Objectives
At the end of this course, students will be able to:

• understand the field of international marketing, including methods for assessing foreign markets and different market entry and penetration strategies.
• conceptualize marketing decisions related to product, price, promotion, and place (the marketing mix) to profitably meet the needs of the target market.
• analyze the impact of cultural, social, political, and economic factors on marketing strategies.
• develop the different skills and methods used to develop and implement international marketing strategies.
• identify the risks and rewards facing organizations attempting to establish and maintain global competitiveness.

Course Requirements
Students are required to complete all assigned reading materials before each class. This is vital, as students are expected to actively participate in class discussion. Attendance requirements are outlined in the CET Attendance Policy. The assignments required for this course are:

• Tests: Students take two tests, as scheduled in the syllabus. Test content includes lecture, discussion, and reading content.
Syllabus of Record

- Individual Presentation: It is important in marketing to not only have creative ideas, but also to be able to clearly present those ideas to senior marketing managers, executives, and clients. In short, public speaking and presentation skills are critical to advancing professionally in the marketing field. Individually, students prepare and deliver a short presentation (less than 20 minutes) on a global product, service, or marketing campaign of interest.

- Team Project: International Marketing Plan and Presentation.
  In this course, students prepare an international marketing plan and a corresponding presentation in groups of three or four, due at the end of the term. Teams independently come up with a product line, small business, or organization on which to base a marketing plan. A two-page executive summary describing the product, service, or business selected is due during the middle of the semester. Further details for each step of the team project will be provided in class.

Grading
The final grade is determined as follows:
- Preparation and participation: 10%
- Individual presentation: 10%
- Tests: 50% (two, each worth 25%)
- Group project marketing plan: 20%
- Group presentation: 10%

Readings


Teixeira, Thales S. "From TV to Web: Content Strategies for Ads That Drive Online Sales." *IESE Insight* 23 (Fourth Quarter 2014): 54–61.
Outline of Course Content

Topic 1  Overview of the Principles of Marketing, Learning by the Case Method
Topic 2  Marketing Strategy
Topic 3  Scanning the Marketing Environment
Topic 4  Consumer Behavior
Topic 5  The Market Research Process
Topic 6  Customer Segmentation
Topic 7  New Product Development
Topic 8  Marketing Across Borders, Globalization Strategy and Challenges
Topic 9  Pricing
Topic 10  Brand Management
Topic 11  Advertising
Topic 12  Social Media Marketing
Topic 13  Presentations, Course Summary