

COURSE SYLLABUS

COURSE DETAILS

Course:	MNGT 4330/50 – International Marketing
Semester:	Fall 2022
ECTS:	6 ECTS – 32 hours in class, 4 hours exam time, 118 hours Self Learning
EQF Level:	VI
Common Core Module:	Yes
Methods Road Map:	No
GCP Coded:	None
Prerequisites:	MNGT 2500
Standard meeting times:	Tuesday 9:00-12:00
Instructor:	Dr. Kateryna Bekh
<i>e-mail:</i>	kateryna.bekh@webster.ac.at
Last update:	07/06/2022

COURSE DESCRIPTION

The student will be exposed to several aspects of international marketing. These will include the international marketing mix; product, pricing, distribution, and promotion; as well as emerging issues in international trade, such as trading blocs, trade barriers, and standardization/adaptation.

LEARNING OUTCOMES

At the end of the course the students will have achieved the following:

- A knowledge of international marketing terminology and its concepts
- A knowledge of the similarities and differences between International marketing and domestic marketing
- A knowledge of the various external environments of international marketing (economic, cultural and legal/political) and their impacts upon marketing
- A knowledge of the need for, and use of, marketing research, and appropriate techniques, for effective marketing
- A knowledge of the four aspects of marketing- product/service development, pricing, distribution and promotion – how these are applied in the international marketing place
- A framework for application and integration of marketing management concepts in the international market
- An awareness of current and emerging global issues (trade blocs, trade agreements, the China market, etc.) as they affect international marketing

REQUIRED READING:

Czinkota, M. R. & Ronkainen, I. A. *International marketing*. Cengage Learning.

GRADING SCALE AND BREAKDOWN

WVPU courses at the graduate or undergraduate level are never based purely on one final examination. WVPU courses combine a diverse and cumulative set of oral, written, and examinations assessments to determine final grades. The specific distributed weight of assignments and exams vary from course to course depending on the level and discipline and oversight of the respective academic department.

EVALUATION COMPONENTS (Based on 100 points):	Undergraduate			
	A	93+	C	73-76.99
	A-	90-92.99	C-	70-72.99
	B+	87-89.99	D+	67-69.99
	B	83-86.99	D	63-66.99
	B-	80-82.99	F	< 63
	C+	77-79.99		
Exams:	60			
Midterm:	30			
Final:	30			
Written work:	20			
Research paper:	20			
Oral work:	20			
Presentation:	10			
Participation:	10			

WORK-LOAD AND SELF-LEARNING:

WVPU assigns European Credit Transfer System (ECTS) points corresponding to student workload on the basis of 25 hours of combined student attendance and self-learning per one ECTS credit. The directory of courses offered annually are publicly accessible via its website application Courses@WVPU (http://atlas.webster.ac.at/public/cp_pub.cfm). Typical semester courses incorporate 32 hours of direct instruction and an additional 4 hours of allocated examination time and involve self-learning components necessary for research and writing assignments.

The work-load for this course requires not only in-class participation but also extensive out-of-class preparation on your behalf. Your out-of-class work is intimately connected to in-class activities, which also means that you will use class time more effectively in order to develop crucial academic and critical thinking skills.

In concrete terms, this course meets 3 hours per week, that is, students should calculate to spend about 10 hours per week on preparation or follow-up assignments for this class. Please plan your time accordingly and familiarize yourself with the offerings of the university's student services (e.g., Learning Support Services, Language Center, Quant Center) that support you with your course-work.

UNIVERSITY POLICIES

Students are required to inform themselves of WVPU academic policies. A full list of these policies is available on the WVPU website: <https://webster.ac.at/academics/academicpolicies.php>

WEEKLY SCHEDULE

Week 1 (09/13/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • An Overview of International Marketing • Chapter 1: Global Environmental Drivers <p>Assignment for week 1:</p> <ul style="list-style-type: none"> • Prepare book chapter 1 <p>Assignment for week 2:</p> <ul style="list-style-type: none"> • Prepare book chapters 2-3
---------------------	---

Week 2 (09/20/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 2: International Trade Frameworks and Policy • Chapter 3: The Role of Culture <p>Assignment for week 3:</p> <ul style="list-style-type: none"> • Prepare book chapters 4-5
Week 3 (09/27/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 4: The Economic Environment • Chapter 5: The Political and Legal Environment <p>Assignment for week 4:</p> <ul style="list-style-type: none"> • Prepare book chapters 6-7
Week 4 (10/04/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 6: Consumer, Industrial, and Government Markets • Chapter 7: Strategic Planning <p>Assignment for week 5:</p> <ul style="list-style-type: none"> • Prepare book chapters 8-9
Week 5 (10/11/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 8: Analyzing People and Markets • Chapter 9: Market Entry and Expansion <p>Assignment for week 6:</p> <ul style="list-style-type: none"> • Prepare for midterm exam (chapters 1-9) • Prepare book chapter 10
Week 6 (10/18/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Midterm exam (chapters 1-9) • Chapter 10: Marketing Organization, Implementation, and Control <p>Assignment for week 7:</p> <ul style="list-style-type: none"> • Prepare book chapter 11
Week 7 (10/25/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 11: Product Management and Global Brands <p>Assignment for week 8:</p> <ul style="list-style-type: none"> • Prepare book chapters 12-13
Week 8 (TBD because 11/01/2022 is a public holiday)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 12: Global Marketing of Services • Chapter 13: Advertising, Promotion, and Sales <p>Assignment for week 9:</p> <ul style="list-style-type: none"> • Prepare book chapters 14-15
Week 9 (11/08/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 14: Pricing Strategies and Tactics • Chapter 15: Global Distribution and Logistics <p>Assignment for week 10:</p> <ul style="list-style-type: none"> • Prepare book chapter 16
Week 10 (11/15/2022)	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 16: Social Networks and Engagement <p>Assignment for week 11:</p> <ul style="list-style-type: none"> • Prepare book chapters 17-18

<p>Week 11 (11/22/2022)</p>	<p>Topics:</p> <ul style="list-style-type: none"> • Chapter 17: Leadership, Corporate Social Responsibility, and Sustainability • Chapter 18: New Directions and Challenges <p>Assignment for week 12:</p> <ul style="list-style-type: none"> • Prepare for the presentation of your project and the research papers due
<p>Week 12 (11/29/2022)</p>	<p>Topics:</p> <ul style="list-style-type: none"> • Students' presentations of projects • Research papers due <p>Assignment for weeks 13-14:</p> <ul style="list-style-type: none"> • Prepare for final exam (chapters 9-18)
<p>Week 13 (12/06/2022)</p>	<p>Break week</p>
<p>Week 14 (12/13/2022)</p>	<p>Final exam (chapters 9-18)</p>