

Department: Business Administration		Program: MBA	
Course Name	International Marketing	Course Code	MKT 625
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- This course is concerned with the performance of business activities across national borders. It also elaborates on environmental factors such as laws, customs, and cultures, which vary from country to country, and make the international marketing task more daunting. Thus, the course discusses governmental barriers (e.g., protectionism) that form threats against international trade. Consideration is also given to a range of relevant issues involved in the design and deployment of effective international marketing strategies using internet-enabled technologies. Such factors relate to internal company requirements, the external environmental situation, foreign market selection and entry, international marketing mix programs, and strategy implementation and control aspects.

Course Objectives

After completion of this course the student will be able to:

- Explain the importance of and need for a business to become international.
- Evaluate the benefits of international markets and the scope of the international marketing task.
- Assess potential risks and threats caused by various trade barriers to international trade.
- Discuss theories and issues related to international marketing.
- Demonstrate how the use of digital technologies can facilitate the international marketing task.
- Compare and contrast how varying national customs and cultures affect international trade.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of International Marketing
- Apply the concepts, principles, and theories in different International Marketing situations
- Demonstrate written communication skills in International Marketing
- Have oral communication skills in International Marketing
- Have skills of using computer applications in International Marketing
- Have scientific research skills in the field of International Marketing
- Have the skills of critical thinking and analysis in the fields of International Marketing Have the skills in strategic thinking and finding solutions in International Marketing
- Believe, and practice sustainability in International Marketing
- Have the skills of leadership, teamwork, and decision making in International Marketing
- Have the ability to distinguish between ethical issues in International Marketing
- Have the competence of social responsibility in the fields of International Marketing
- Have the competence to deal with cultural diversity in International Marketing situations

Course Topics

- The scope and challenge of international marketing
- The dynamic environment of international trade
- History and geography: the foundations of culture

- The political environment: A critical concern
- The international legal environment: playing by the rules
- Developing a global vision through marketing research
- International marketing channels
- Integrated marketing communications and international advertising
- Pricing for international markets
- Inventive negotiations with international custom partners, and regulators

Text Book

- Cateora, P. R., Meyer, R. B. M. F., Gilly, M. C. and Graham, J. L. (2020). *International Marketing*. Boston, McGraw-Hill Education.

Additional References

- Paul, J. and Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing*. Pp. 1-21.
- Katsikeas, C., L. Leonidou, and A. Zeriti. 2019. Revisiting International Marketing Strategy in a Digital Era: Opportunities, Challenges, and Research Directions. *International Marketing Review*. doi:10.1108/IMR-02-2019-0080
- Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*. Volume 5 (2), pp. 127-135.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T. and Leong, S. M. (2018). *Marketing management: an Asian perspective*. 2nd edn, Prentice Hall, Singapore, Pearson.
- Eteokleous, P. P., Leonidou, L. C. and Katsikeas, C. S. (2016). Corporate social responsibility in international marketing: review, assessment, and future research. *International Marketing Review*. Volume 33 (4), pp. 580-624.
- Gnizy, I. and Shoham, A. (2014), "Uncovering the influence of the international marketing function in international firms", *International Marketing Review*, Vol. 31 No. 1, pp. 51-78.

Online Resources

- Academic databases available through the University's Library website

Course Outline

Week	Hours	Topics	Remarks
1	3	Introduction to international marketing	
2	3	The scope and challenge of international marketing	
3	3	The dynamic environment of international trade	
4	3	History and geography: the foundations of culture	
5	3	The political environment: A critical concern; Discussion of a research paper/ Case study	
6	3	The international legal environment: playing by the rules	
7	3	Midterm Exam	
8	3	Developing a global vision through marketing research	
9	3	International marketing channels	
10	3	Discussion of a research paper/ Case study	
11	3	Integrated marketing communications and international advertising	
12	3	Pricing for international markets	

13	3	Inventive negotiations with international custom partners, and regulators	
14	3	International marketing channels	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	