



Course Syllabus

01134321 International Marketing Management 3(3-0)

1. Course code: 01134321 Course name: International Marketing Management
Total credits: 3(3-0)
Prerequisite (course code and course name): None
Section: 1
Day and Time: See Class Timetable
Room: n/a

2. Faculty of Business Administration

3. Lecturer(s): Dr. Paitoon Chetthamrongchai

4. Course Objective(s)

This course is designed to introduce students to international marketing. It examines the interdependence of product, price, distribution and promotion in an international context. After taking this course, students will:

- Understand the global environment in which marketers operate and understand its effects on marketing strategy.
- Understand the distinctive preferences and behaviors of a variety of cultures and subcultures and how these differences affect marketing strategy.
- Understand the cultural impacts of marketing and advertising decisions.

5. Course Description:

A study of procedures and problems associated with establishing marketing operations in foreign countries. Includes the institutions, principles and methods involved in the solution of these business problems as well as the effects of national differences on business practices and buyer behavior.

6. Learning Outcomes

Upon completion of this global marketing course, you will be able to:

- To recognize cultural differences in various global regions and their effect on the conduct of international business and be able to analyze these cultural differences in terms of opportunities and inherent risk in conducting marketing activities and in segmenting global markets. Plus, you will be asked to draw insights about how and where products are purchased and used by consumers in other countries.
- Understand the benefits in engaging in international trade in relation to political economic factors such as free trade or regional agreements ... and learn how to target regions/countries based on their membership in a free trade agreement.
- Understand how to compete in international markets and the need for “global team” organizational structures designed to manage global companies and opportunities
- Become more of a global citizen, and learn the economic and marketing aspects/outcomes of globalization.
- Develop strategies and plans for a product launch, market entry and implementation for a company in a foreign country and be able to quantify that opportunity and justify the revenue in pro forma P & L statements.

- Gain exposure and perspective to the challenge of managing international marketing operations in a domestic US corporation.
- Become familiar with tools, frameworks and techniques to conduct opportunity assessments, identify high potential regions, size markets and develop channel pricing strategy.

7. Grading & Deliverables

Shown below are your major deliverables and the weighting of each. There is a description of each deliverable in the following sections.

Individual		35%
1 Case Memo	15%	
Cultural Insights Memo	20%	
Team based		35%
Country Snapshot Presentation	10%	
Final Project: Product Launch Plan	25%	
Examination		30%
Final Examination	30%	
Total		100%

8. Required Text:

Czinkota, M. and Ronkainen, I. , *International Marketing*.

9. Attendance and Participation

You will be asked individually, and as a member of a team, to provide both in-class discussions and written analysis that will enable you to examine the business environment and focus on global marketing problems and opportunities. Please bring into class or email timely and relevant global marketing articles and information to be discussed and shared with the class.

10. Tentative course outline:

Class	Topic
1	Overall presentation of the course
2	Globalisation
3	Cultural Issues and Buying Behaviour
4	Political and Legal Environment
5	Global Economic Environment
6	Financial Environment
7	Global Segmentation and Positioning
8	Global Product Development
9	Global Marketing Strategies
10	Global Market Entry Modes
11	Global Pricing
12	Communicating with the World Consumer
13	Future International Management
14	Global Logistics and Distribution
15	Presentation
Final Exam	