



Siam University International Program

Course Outline

Faculty: International Program Department: BBA

Course Number: 221-412 Course Name: International Marketing Credits: 3

Instructor: David Seale

Full-time Part-time

Pre: IBM 205 Principles of Marketing

Course Description:

Nature of international operation, governmental influences, international trading, foreign channels, effects of international agencies, political stability or lack of it on viability of operations and cultural differences considerations, marketing mix in internal marketing and control.

General Purpose:

Students will produce gain good sound knowledge of the operations of international marketing and the influences such as political stability and cultural differences.

Main Textbook(s) :

1. In-house package
2. _____

Reference(s) :

1. _____
2. _____
3. _____

Learning Plan

(for students)

Week	Learning Topic	Assignment
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.	MIDTERM EXAMINATION	MIDTERM EXAMINATION
9.		
10.		
11.		
12.		
13.		
14.		
15.	Exam Prep	Test in Class Simple group work
16.	FINAL EXAMINATION	FINAL EXAMINATION
17.		

Learning Assessment

Accumulated20..... pts.
 Midterm30..... pts.
 Final50..... pts.
 Total100..... pts.

Examination Method

Theory Exercises Others

Complete by (...Mr. David Seale ...)/...../.....	Director (...Mr. Rengson Mualchonham...)/...../.....
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Teaching Plan

(for instructor)

Week	Topic of Instruction	Activity / Medium	Learning /Teaching Assessment
1.	Introduction class Chapter 1 - Arrival	Test in class Simple group work	Test in class Simple group work
2.	Chapter 2 – My Life	Test in Class Simple group work	Test in Class Simple group work
3.	Chapter 3 – Travel	Test in Class Simple group work	Test in Class Simple group work
4.	Chapter 4 In Town	Test in Class Simple group work	Test in Class Simple group work
5.	Chapter 5 Places	Test in Class Simple group work	Test in Class Simple group work
6.	Re Cap Week	Test in Class Simple group work	Test in Class Simple group work
7.	Exam Prep	Test in Class Simple group work	Test in Class Simple group work
8.	MIDTERM EXAMINATION	MIDTERM EXAMINATION	MIDTERM EXAMINATION
9.	Chapter 6 People	Test in Class Simple group work	Test in Class Simple group work
10.	Chapter 7 Work	Test in Class Simple group work	Test in Class Simple group work
11.	Chapter 8 Leisure	Test in Class Simple group work	Test in Class Simple group work
12.	Chapter 9 The Past	Test in Class Simple group work	Test in Class Simple group work
13.	Chapter 10 Stories	Test in Class Simple group work	Test in Class Simple group work
14.	Re cap week	Test in Class Simple group work	Test in Class Simple group work
15.	Exam Prep	Test in Class Simple group work	Test in Class Simple group work
16.	FINAL EXAMINATION	FINAL EXAMINATION	FINAL EXAMINATION