

International Marketing

Course Title	International Marketing		
Course Code	MKT616	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	1. Understand and appreciate the underlying theories of international marketing. 2. Critically analyze international marketing opportunities 3. Demonstrate an ability to formulate and assess international marketing strategies. 4. Demonstrate an understanding of both the process and the complexities associated with the implementation of international marketing programs 5. Be able to analyze the international marketing implications of the activities of organizations such as the GCC, European Union, other regional trading blocs (i.e. NAFTA, ASEAN) and WTO with special emphasis on Asian markets.
2. Asian Expertise	25	
3. Creative Management Mind	25	
4. Cross Cultural Communication	5	
5. Social Responsibility	15	

Course Description

The focus of this course is strategic marketing analysis and marketing planning. Students will learn the components and construction of a strategic marketing plan, and they will gain considerable experience in the analysis of complex marketing decisions. In addition, this course examines the major trends in marketing including the integration of marketing communications, radical changes in the selling function and sales force, customer relationship management, the impact of e-commerce, and the broadening role of marketing throughout organizations.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance	20	Title: <u>International Marketing Strategy</u> Edition: 5th edition Author(s): Isobel Dole & Robin Lowe Publisher: Thomson Publishing. ISBN-13: 978-1-84480-763-5
Individual Assignment	10	
Group Research Project	20	
Midterm Exam	20	
Final Exam	30	

Course content by Week

1	An Introduction to International Marketing
2	The International Trading Environment
3	Social & Cultural Consideration of International Marketing
4	International Marketing Research & Opportunity Analysis
5	International Niche Marketing Strategies for SME's Global Strategies
6	Market Entry Strategies
7	Mid - Term / International Product and Service Management
8	International Communication
9	International Distribution & Logistics
10	Pricing for International Markets
11	Final Class Presentations and Submission of Final Reports
12	International marketing through enabling technologies
13	International Marketing Ethics
14	Revision for Final Examination
15	Final