



Academic Inquiries: Communication University of China

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## MKT 3116 - International Marketing

### **Basic Information:**

<b>Instructor Name</b>	TBA
<b>E- Mail</b>	
<b>Home Institution</b>	
<b>Office</b>	TBA
<b>Office Hours</b>	TBA, and by appointment

### **Course Description:**

This unit will examine the factors that influence marketing strategy in an international setting. Students undertake comprehensive research and analysis of academic articles and apply concepts such as globalization and anti-globalization; international economic environments; social and cultural elements of market environments; political-legal environments; international marketing intelligence; market entry; and international product, distribution, pricing and promotional strategies and tactics, to a comprehensive international marketing plan.

### **Required Course Materials:**

<b>Textbook</b>	<b>Edition</b>	<b>Authors</b>	<b>Publisher</b>	<b>ISBN-10</b>
Global Marketing	9 <sup>th</sup> Edition	Warren Keegan and Mark Green	Pearson	1292150769

Link to e-book purchase address:

[https://www.amazon.com/Global-Marketing-Green-Warren-Keegan/dp/1292150769/ref=sr\\_1\\_1?ie=UTF8&qid=1487311173&sr=8-1&keywords=1292150769](https://www.amazon.com/Global-Marketing-Green-Warren-Keegan/dp/1292150769/ref=sr_1_1?ie=UTF8&qid=1487311173&sr=8-1&keywords=1292150769)

### **Course Hours:**

The course has 17 class sessions , a 5-hour field trip and four 80-minute after-class discussion. Each class session is 160 minutes in length. The course normally meets from Monday to Friday. This course has a total of 66 contact hours including a final exam. Final exams are scheduled on July 27, 2019.

### **Year Level:**

The 3<sup>rd</sup> year.

### **Prerequisite:**

Prior knowledge of marketing; foundations marketing will students understand the unit better.

### **Course Schedule:**

<b>Week</b>	<b>Session</b>	<b>Day</b>	<b>Topic (s)</b>	<b>Chapter(s)</b>	<b>Tutorials</b>
Week 1	July 4	Th	Orientation		



	July 5	F	Introduction to Global Marketing		No tutorial activity this day
	July 5 18:40-20:00	F	After-class Discussion		
	July 6	Sat	The Global Economic Environment		Class activity
Week 2	July 8	M	The Global Trade Environment		Class activity
	July 9	T	Social and Cultural Environments		Class activity
	July 10	W	The Political, Legal, and Regulatory Environments		Class activity
	July 11	Th	Global Information Systems and Market Research		<b>Class Test</b>
	July 11 18:40-20:00	Th	After-class Discussion		
	July 12	F	Segmentation, Targeting and Positioning		Class activity
Week 3	July 15	M	Importing, Exporting, and Sourcing Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances		Class activity
	July 16	T	Brand and Product Decisions in Global Marketing		Class activity
	July 17	W	Pricing Decisions Global Marketing Channels and Physical Distribution		Class activity
	July 18	Th	Global Marketing Communications Decisions (parts 1 & 2) Global Marketing and the Digital Revolution		Class activity
	July 18 18:40-20:00	Th	After-class Discussion		
	July 19	F	<b>Field Trip (5 hours)</b> Company Visit of Industrial Bank Co.,LTD  Industrial Bank is one of the first batch of joint-stock commercial banks in China and represents a time of change. Industrial Bank will arrange their HR manager and Business manager to introduce key elements of their bank operations.		
Week 4	July 22	M	Group presentation		
	July 23	T	Group presentation		Group Report submission
	July 24	W	Revision		Exam Preparation
	July 25	Th	Revision		Exam Preparation
	July 25	Th	After-class Discussion		



	18:40-20:00				
	July 26	F	<b>Reading Day</b>		
	July 27	Sat	<b>Final Exam</b>		

### **Evaluation:**

- Daily Class Activity Participation:

Each week your lecturer will bring in a class activity related to the lecture topic. This could either be a quiz, case study or a marketing game. You are required to do the activity in class and present your work to the class. Your lecturer will assess you based on the quality of your written submission and presentation. Since this is an in class activity no late submissions will be accepted. Weighting will be applied to student who are absent for the day.

- Class Test

There will be a multi-choice class test in day 6 of your lecture schedule (check the course schedule). This test will have 50 compulsory multi-choice questions based on lecture topics 1 to 5. You are required to read as much as you can on the topics to prepare for the test.

- International Marketing Plan

This evaluation task involves group work.

The task is about preparing a marketing plan to launch a product in an international market situation. A fictional product can be selected based on what customer(s) needs you are aiming to target and satisfy. Your marketing plan should contain all aspects of product development, market research analysis along with future scope for your product.

Any late submissions will be penalized. Late reports will result in loss of 10 marks each day it is late. Also note that this loss of 10% per day relates to the total assignment mark (15% for report and 5% for PP slides)

### Marketing Plan Structure

Your plan should strictly be of 12-15 pages (excluding references and appendices). Any write up more than that will attract a 10% penalty.

All exhibits should be double-spaced, with 2.5 cm margins and 12 point Times New Roman font with Havard Style referencing.

A typical marketing plan contains A) Executive summary; B) Table of Content; C) Product Introduction; D) Conclusion section and Future Scope; and other parts of the plan as provided in the marking guide appendix 2.

Your plan must be referenced using at least 15 scholarly journal articles that deeply reflect all aspects of the product launch.

Your presentation ppt should have about 8 to 12 slides that provide a summary of your report.



### Final Exam

A final exam is included as an assessment task for this course to provide assurance that the student has attained the knowledge and skills tested in the exam.

A two-hour final exam for this course will be held during the university exam period. Please note that questions will be based on lecture topics.

You are expected to present yourself for examination at the time and place designated in the University Examination timetable.

### Grading Policies:

<b>Part</b>	<b>Percentage</b>	<b>Points</b>
<b><u>Tutorial activity</u></b>		
No late submission allowed. Evaluation includes seven class-written activity and presentation of 5 marks each.	35%	35
<b><u>Quiz</u></b>	15%	15
Multi-choice class test. No late submission allowed		
<b><u>Exams</u></b>	20%	20
Exam period university rules will apply		
<b><u>Attendance/ Participation</u></b>		
Compulsory class room attendance	10%	10
<b><u>Group Project</u></b>	20%	20
Marketing Plan with no late submission or penalty of 10% per day for late submission		
<b>Course Total</b>	<b>100%</b>	<b>100 Points</b>

### Grade Distribution:

<b>Letter Grade</b>	<b>Grade Points</b>
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

### Academic Integrity

SCP expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own



- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

### **General Principles**

SCP is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

### **General Disciplinary**

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

### **Disciplinary Actions for Specific Offenses**

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents: Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Dishonesty in course requirements: Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

Final assignment: When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from SCP.