

CET Syllabus of Record



Program: CET Florence

Course Title: International Marketing

Course Code: FL/MKTG 325

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / Business, International Business

Language of Instruction: English

Prerequisites/Requirements: Prior coursework in Economics or Business recommended

Description

The task of international marketing is complex enough when the company operates in a single foreign national market. It is much more complex when the company starts operations in several countries. Globalization is the growing interdependence of national economies involving primarily customers, producers, suppliers and governments in different markets. Therefore, global marketing reflects the trend of firms selling and distributing products and services in many countries around the world. It is associated with governments reducing trade and investment barriers, firms manufacturing in multiple countries and foreign firms increasingly competing in domestic markets. Marketing programs must, in these situations, adapt to the needs and preferences of customers that have different levels of purchasing power as well as different climates, languages and cultures.

Objectives

During this course, students:

- Categorize the environmental variables that influence international marketing
- Compare the more typical management decisions and problems faced, highlighting those peculiar to the international arena
- Develop the strategies and tactics that can lead to successful international marketing given those environmental constraints
- Conceptualize problems on strategy and international marketing
- Establish how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations
- Evaluate how separate functional tasks lead to the implementation of an effective international marketing plan

Course Method and Requirements

The orientation of this course is twofold:

- I. It is descriptive in that it is designed to provide students with a solid grounding in and working knowledge of marketing in an international context.

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- II. It is analytical and applications-oriented in that it provides students with the opportunity to gain experience applying working knowledge to concrete case studies and rendering judgments on those studies.

In the end, student develop management skills by applying, analyzing and solving "real" problems of international marketing as presented in the case studies.

Methods of Evaluation

The final grade is determined as follows:

Class participation	10%
Reading assimilation	10%
In-class assignments	15%
Group and individual reflection report	10%
Midterm exam	15%
Final exam	30%
Individual presentation of Marketing Case Project	10%

Primary Texts

Global Marketing, 7/E

Svend Hollensen, University of South Denmark

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Outline of Course Content

Note: Fall/Spring students cover approximately 1 topic every 2 weeks. During the summer, when class periods are longer, students cover approximately 1 topic per week.

TOPIC 1: Review of market segmentation

TOPIC 2: Review of 4Ps concept

TOPIC 3: Review of national cultures

TOPIC 4: Review of trends in globalization of markets

TOPIC 5: Review of emerging economies and entry modes

TOPIC 6: Review of marketing to the base of the population pyramid

TOPIC 7: Review of Social Media marketing in global context

TOPIC 8: Review of negotiations in a global context