



## Syllabus of Record

**Program:** CET Prague

**Course Code / Title:** (PR/MKTG 325) Global Marketing Culture and Strategy

**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

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### Description

This course equips students with tools and concepts to explore and understand marketing practices in a global environment. Students address both the opportunities and challenges relating to international marketing, international trade, and the business systems of global markets, and study the cultural, political and legal aspects involved in international marketing. Finally, students gain an understanding of how to develop successful global marketing strategies.

This course is designed to provide students with real-world, current examples of international marketing issues through lectures, case study discussions, guest speakers, company visits and group assignments. Marketing theories and methodologies developed from an international perspective are tested and examined through case studies specific to the Czech Republic and post-socialist economies.

### Objectives

- To acquire the basic knowledge and concepts relating to global problems and issues in the business world.
- To understand how companies in international markets adjust their global strategies to deal with political risk and vulnerabilities.
- To become more sensitive to cultures through the analysis of social, political, legal, and economic forces involved in international marketing.
- To develop public speaking and teamwork skills.
- To understand the latest trends in the Czech Republic and Europe and how companies use marketing strategies and tools to impact their stakeholder and communities.

### Course Requirements

The course employs lectures, case studies, class discussions, short films, group/team work, guest lecturers, and field-based factory visits to promote and enhance student engagement with the material. Active student involvement is essential to their success in the course, and students are expected to apply the theory-based knowledge acquired during the course to analyze and resolve "real" problems of international marketing as presented in the case studies.

Students are expected to abide by CET's Attendance Policy.

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### *Two Current International Marketing Strategy Reviews*

Each student will write two detailed (up to five pages, excluding cover sheet, table of contents, appendices and works cited plus bibliography) International Marketing Strategy Reviews, in business report format, of articles found in recent periodic literature (journals, magazines, newspapers) concerning (as previously mutually agreed):

1. an international marketing strategy problem / challenge confronting a specific company,
2. an international marketing strategy issue confronting a group of companies or industry or
3. an international marketing strategy topic of current interest mutually agreed.

### *International Marketing Strategy Case Report*

Students, working in small (2-4 member) groups, will research, prepare and compose a detailed an international marketing strategy case report for a company, or business element of a company, of your choice agreed with your class leader.

### *Group Presentation of the International Marketing Strategy Case*

Students, working in small (2-4 member) groups, will research, prepare and present an approximately 40-minute (i.e., 30 minute presentation plus 10 minutes for Q&A) oral PowerPoint based presentation (with Speakers' Notes) providing a summary of the key relevant information, analysis, and supported recommendations from the agreed International Marketing Strategy Case.

## Grading

The final grade is determined as follows:

Participation:	15%
Two Current International Marketing Strategy Reviews:	20% (10% each)
Group Presentation of Int. Marketing Strategy Case business report:	15%
Group International Marketing Strategy Case business report:	20%
Final Exam:	30%

## Readings

### *Primary Text*

Doole, Lowe, Kenyon, *International Marketing Strategy*. London: Cengage Learning CMEA, 2016 (7<sup>th</sup> ed.)

### *Additional texts*

Before class meetings, students may be e-mailed additional material which they will be required to read, study and be ready to discuss at the next class meeting, as required, from the latest editions of online publications (such as those listed below) concerning international marketing topics and trends. Students are also encouraged to bring similar additional material, e.g. from online resources (*see below*), which they consider relevant to that day's class meeting, for discussion.

## Additional Resources

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### Online sources

<http://www.businessweek.com/> (Business Week)  
<https://www.ft.com/> (Financial Times)  
[www.forbes.com/](http://www.forbes.com/) (Forbes)  
<http://www.fortune.com/> (Fortune magazine)  
[www.economist.com/](http://www.economist.com/) (The Economist)  
<http://www.online.wsj.com/> (The Wall Street Journal)  
<http://www.hbr.org/> (Harvard Business Review)  
<https://www.atkearney.com/> (AT Kearney)  
<https://www.bcg.com/> (Boston Consulting Group)  
[www.businessinsider.com/](http://www.businessinsider.com/) (Business Insider)  
<http://www.mckinsey.com/> (McKinsey & Company)  
[www.smartbrief.com/](http://www.smartbrief.com/) (SmartBrief | Industry News & Newsletters)  
<http://www.strategy-business.com/> (Strategy+Business)

## Outline of Course Content

### Topic 1

Introduction to the course  
Global marketing in the firm  
Introduction to “Internationalization”

### Topic 2

Internationalization theories  
Concepts of national culture  
Development of the firm’s international competitiveness

### Topic 3

The political and economic environment  
The sociocultural environment

### Topic 4

Market segmentation  
The international market selection process

### Topic 5

Czech case study  
Business cases assigned to groups  
Project design

### Topic 6

Trends in the globalization of markets

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### **Topic 7**

Emerging economies and entry modes

### **Topic 8**

Marketing to the base of the population pyramid

### **Topic 9**

Social media marketing in global context

### **Topic 10**

International buyer-seller relationships

### **Topic 11**

Product and pricing decisions

### **Topic 12**

Distribution and communication decisions

### **Topic 13**

Cross-cultural sales negotiations

### **Topic 14**

Organization and control of the global marketing strategy