## INTERNATIONAL MARKETING – BUS456

## Course Description

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| **Course Unit Title** | International Marketing |
| **Course Unit Code** | BUS456 |
| **Type of Course Unit** | Compulsory |
| **Level of Course Unit** | Undergraduate |
| **Number of ECTS Credits** | 6 ECTS |
| **Theoretical (hour/week)** | 3 |
| **Practice (hour/week)** | - |
| **Laboratory (hour/week)** | - |
| **Year of Study** | 4 |
| **Semester** | Fall |
| **Name of Lecturer (s)** | POUYA ZARGAR |
| **Mode of Delivery** | ONLINE |
| **Language of Instruction** | English |
| **Prerequisites and co-requisites** | **BUS 315** |
| **Recommended Optional** | None |
| **Program Components** |  |
| **Work Placement(s)** | None |
|  | In this course students will be familiarized with different aspects of international marketing. This includes and is not limited to, country effect, theoretical constructs, value deliverance, qualitative and quantitative methods, international licensing, franchising, strategic marketing, investments, branding, role of export/import and retailers, supply chain management, purchasing behavior, and information systems.  Students will be thoroughly informed of mechanisms, techniques, and tools marketers use to develop their strategy.  Students will also learn about current issues in the economic, political/legal, socio-cultural and  technological environment; |
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| **Objectives of the Course** |
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| **Learning Outcomes** | *Upon successful completion of the course, the students* |
|  | *will be able to:* |
|  | 1. have an understanding of international marketing  2. Understand the notion of globalization and its effects on organizations.  3. Determine appropriate organizational structure for international market  4. Use their marketing knowledge in real life through learning different techniques.  5. Distinguish marketing strategy, planning, tactics, and techniques and understand international marketing theory.  6. Understand marketing mix and how to use it in businesses and strategy development. |
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|  | **WEEKS** |  | **TOPICS** | |  |  |
| **Weekly Detailed** | **Theoretical Courses** |  | **Application** | | |
|  |  |
| 1 | Introduction to the |  | Case Study –  Lecture  Discussion | | |
| **Course Contents** |  | course, course materials | |
|  |  | and each other |  |
|  | 2 | International Marketing Framework |  | Case / Lecture / Discussion | | |
|  | 3 | Information Systems in International Marketing |  | Lecture / Discussion | | |
|  | 4 | European Marketing | | Lecture |  |  |
|  | 5 | Product Development |  | PROJECT # 1 | |  |
|  | 6 | International Pricing |  | Case / Lecture |  |  |
|  | 7 | International Promotion |  | Lecture/Discussion | | |
|  | 8 | **Midterm exam** |  |  |  |  |
|  | 9 | Distribution Channels |  | Lecture/Discussion | | |
|  | 10 | Planning International Marketing | | Lecture/Discussion | | |
|  | 11 | Digital Marketing |  | Project |  |  |
|  | 12 | Green Marketing |  | PROJECT # 2 |  |  |
|  | 13 | International Marketing Concepts |  | Lecture/Discussion | | |
|  | 14 | Competitive Market |  | Lecture |  |  |
|  | 15 | Marketing Research/Analysis | | Lecture |  |  |
|  | 16 | **Final Exam** |  |  |  |  |
|  |  |  | | | | |
|  |  |  | | | | |

**Textbook / Material:**

J.B. McCall, Marilyn Stone - International Strategic Marketing\_ A European Perspective-Routledge (2004)

U. C. Mathur - International Marketing Management\_ Text and Cases-Sage Publications Pvt. Ltd (2008)

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| **Semester (Year) Interior** |  | **Number** | | **Semester (year) Note the % Contribution** | | |
| **Activities** |  |  |  |  | **to** | |
| **Attendance** |  | **14** | |  | **10** |  |
| **Projects** |  | **2** | |  | **10** |  |
| **Midterm Exam** |  | **1** | |  | **30** |  |
| **Presentation** |  | **1** | |  | **10** |  |
| **Final Exam** |  | **1** | |  | **40** |  |
| **TOTAL** |  |  |  |  | **100** |  |
| **Course Learning, Teaching and Assessment Activities in the Framework Calculation of** | | | | | | |
| **the workload** | |  |  |  |  |  |
| **Activities** | |  | **Number** | **Duration** | **Total Workload(hour)** |  |
|  | **(hour)** |  |
|  |  |  |  |  |  |
|  | |  |  |  |  |  |
| Hours per week (theoretical) | |  | 14 | 3 | 42 |  |
|  | |  |  |  |  |  |
| Hours per week (Application) | |  | - | - | - |  |
|  | |  |  |  |  |  |
| Presenting of observations and | |  | - | - | - |  |
| laboratory practices as report | |  |  |
|  |  |  |  |  |
|  | |  |  |  |  |  |
| The preparation and presentation | |  | 2 | 15 | 30 |  |
| of the report, research paper | |  |  |
|  |  |  |  |  |
|  | |  |  |  |  |  |
| Internet and library search | |  | 3 | 12 | 36 |  |
|  | |  |  |  |  |  |
| Quiz- Preparation for the quiz | |  | 2 | 8 | 16 |  |
|  | |  |  |  |  |  |
| Mid-term exam | |  |  |  |  |  |
|  | |  |  |  |  |  |
| a) Exam | |  | 1 | 1 | 21 |  |
|  |  |  |  |  |  |
| b) Self-study for the exam | |  | 1 | 20 |  |
|  |  |  |
|  | |  |  |  |  |  |
| Final Exam | |  |  |  |  |  |
|  | |  |  |  |  |  |
| a) Exam | |  | 1 | 1 | 31 |  |
|  |  |  |  |  |  |
| b) Self-study for the exam | |  | 1 | 30 |  |
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|  |  |  |  |  |  |  |
|  |  | **TOTAL WORKLOAD (hour)=176** | | | |  |
|  | | | | | |  |
| **AKTS CREDIT COURSE = Total Work Load(hour)/(30 hours/AKTS)=** 176/30 =5.9 | | | | | |  |
|  |  |  |  |  |  |  |