

Università Cattolica del Sacro Cuore (Milan)
Forum Europe
Summer 2009

Course Number: **UCFN-354**

International Marketing

Course Syllabus

- **Course Description**

This course focuses on the development of essential understanding, knowledge and skills for engaging in global marketing activities. It provides a thorough overview of the importance of international differences in key dimensions of the business environment, such as economic, political, social, legal, and cultural characteristics. The emphasis is on the strategic implications of competition in different country markets. Most case-studies and examples relate to the European Union focusing on Spain, France, Italy, Greece, Britain and Germany, and on the companies and organizations visited.

- **Textbook**

"International Marketing", by Philip Cateora and John Graham, McGraw-Hill, 13th Ed., 2007

Plus supplementary articles and case-studies to be distributed by the instructor.

- **Professional Visits**

Students will be required to participate in 10 professional visits to corporations and international organizations.

- **Contact Hours**

In the classroom:	48
In professional visits:	30
Total:	78

- **Grading Scale**

High to Low	=	Letter Grade
100 - 94	=	A
93 - 89	=	A-
88 - 85	=	B+
84 - 82	=	B
81 - 78	=	B-

77 - 74	=	C+
73 - 70	=	C
69 - And below	=	F

- **Components of Final Grade**

35%	Midterm Exam
35%	Final Exam
10%	Team Project
10%	Case Studies
10%	Class Participation

- **Tentative Outline**

Week 1:

- The scope and challenge of International Marketing
- The changing face of global business
- Understanding the economic environment
- The impact of the 2008-2009 global economic crisis
- Successful marketing strategies in the EU
- Economic, political and social conditions in Spain in 2009
- Understanding cultural differences
- Cultural characteristics of Spanish executives
- Corporate Case Studies: Marketing in Spain
- The growth of international trade, protectionism, and the WTO
- The importance of history and geography in the understanding of international markets
- Culture, management style, and business systems
- The necessity for adapting to cultural differences

Week 2:

- Economic, political and social conditions in France in 2009
- Cultural characteristics of French executives
- Corporate Case Studies: Marketing in France
- The extent and implications of gender bias in other countries
- The importance of cultural differences in business ethics
- The differences between relationship-oriented and information-oriented cultures
- The political risks of global business and the factors that affect stability
- The importance of the political system to international marketing and its effect on foreign investments
- The legal environment for business in Europe
- Jurisdiction of legal disputes and methods of dispute resolution
- The unique problems of protecting intellectual property rights internationally
- Developing a global vision through marketing research
- Multicultural sampling and its problems
- Quantitative and qualitative research methods
- The problems of availability and use of secondary data

Week 3:

- Economic, political and social conditions in Italy in 2009
- Cultural characteristics of Italian executives
- Corporate Case Studies: Marketing in Italy
- Integrated Marketing Communications and International Advertising
- Local market characteristics that affect the advertising and promotion of products
- The strengths and weaknesses of sales promotion and public relations in global marketing
- When global advertising is most effective; when modified advertising is necessary
- The effects of a single European market on advertising
- The communication process and advertising misfires
- Pricing for International Markets
- Components of pricing as competitive tools in international marketing
- Negotiating with International Customers, Partners, and Regulators
- The problems associated with cultural stereotypes
- How culture influences behaviors at the negotiation table
- Common kinds of problems that crop up during international business negotiations
- Differences in communication behaviors in various countries
- How differences in values and thinking processes affect international negotiations

Week 4:

- Economic, political and social conditions in Greece in 2009
- Cultural characteristics of Greek executives
- Corporate Case Studies: Marketing in Greece
- Doing business in Europe's emerging markets
- The difference between free trade areas and common markets
- Global marketing management planning and organization
- The increasing importance of international strategic alliances
- Alternative market-entry strategies
- Products and Services for Consumers
- Country-of-origin effects on product image
- Physical, mandatory, and cultural requirements for product adaptation
- The importance of quality and how quality is defined
- Products and Services for Businesses
- The importance of ISO 9000 certification
- The importance of relationship marketing for industrial products and services
- How demand is affected by technology
- International Marketing Channels
- How distribution patterns affect the various aspects of international marketing
- The growing importance of e-commerce as a distribution alternative

• Schedule of Classes:

July 2	6:05 pm – 8:30 pm
July 3	11:05 am – 1:30 pm
July 4	11:05 am – 1:30 pm
July 6	11:05 am – 1:30 pm
July 7	11:05 am – 1:30 pm
July 8	11:05 am – 1:30 pm
July 9	4:05 pm – 6:30 pm
July 10	11:05 am – 1:30 pm
July 13	11:05 am – 1:30 pm

July 15	11:05 am - 1:30 pm	Midterm Exam
July 16	4:05 pm - 6:30 pm	
July 17	11:05 am - 1:30 pm	
July 18	11:05 am - 1:30 pm	
July 20	11:05 am - 1:30 pm	
July 21	11:05 am - 1:30 pm	
July 23	11:05 am - 1:30 pm	
July 25	11:05 am - 1:30 pm	
July 27	11:05 am - 1:30 pm	
July 28	11:05 am - 1:30 pm	
July 29	11:05 am - 1:30 pm	Final Exam