



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona
Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

**MKT 376-01
International Marketing**

Introduction

The nature of business in the 21st century requires marketers of products and services around the world to take their marketing function to a new level. Having to compete in a globalized business environment characterized by an increase in transparency, proliferation of brands, fragmentation of media, and a changing of stakeholder expectations around the world, international marketers are facing considerable challenges. At the same time, technological innovations, the reduction of trade and investment barriers around the world, and the unequalled access to global markets provide companies today with unprecedented opportunities to market their products internationally.

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 key dimensions of the international business environment, including political, social, economic, legal, and cultural issues. Special topics emphasized include the growing importance of environmental concerns and dealing with corruption and bribes. The course takes a close look at the various elements of the marketing mix in order to understand how they must be adapted in response to different market conditions, taking into consideration a multitude of competitive, cultural, and social considerations.

The relevance and practical application of the international marketing issues discussed will come to life through lectures, class discussions, a team project, and visits to leading European companies and global organizations.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Understand the important role the international marketing function plays in establishing a firm's competitive advantage at the international level
2. Identify the key economic, political, and social factors that influence the rapidly changing product and service markets around the world
3. Understand the impact of the socio-cultural environment on the formulation of an international marketing strategy

4. Discuss the growing importance of internet technologies and online social networks on global product and service markets and the international marketing strategy
5. Describe the planning, personnel, and corporate organizational structure necessary to implement a successful global strategy
6. Understand the special characteristics of global country markets and their relevance and implications for international marketers
7. Help develop global marketing strategies that produce the best fit with the organization's long-term interest and the environmental factors that it encounters

Course Requirements

The course requires active student participation. Students are expected to read the assigned textbook chapters, cases, and articles before every class. Punctual attendance is required. There will be a midterm exam, a final exam, case studies, and a team project. Each student is required to participate in a minimum of three professional visits and three cultural visits.

Teaching Procedures and Methodology

Teaching methods used in this course include lectures, discussions, team assignments, and professional visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. Small group discussions in particular are a key mechanism for facilitating learning from other team members. Thus, it is essential to attend all group activities inside and outside classes. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. The visits will be accompanied by individual or group assignments. Cultural visits enhance the students' understanding of the history and culture of each country.

Required Textbook

International Marketing

by Philip Cateora and John Graham
McGraw-Hill, 17th Edition, 2016
(Digital SmartBook rental is recommended)

Additional Readings

How Global Brands Compete. Harvard Business Review, September 2004

What Trade Deals are Good For. Harvard Business Review, May 2016.

What You Won't Hear About Trade and Manufacturing on the Campaign Trail. Harvard Business Review, May 2016.

Team Project

International Marketing in Europe: A hands-on observation + research project

This fun and engaging team project is designed to help you to travel with your eyes open and to connect the contents of this course to the realities you encounter while traveling through Europe. The instructor will provide a detailed description of the project on the first day of class.

Deliverables:

1. Project Report: Consisting of 12-15 observations (documented by photos) that are relevant to the broader topic of international marketing. Each observation is to be accompanied by the insights

obtained through corresponding research. The project report should be between 12-15 pages long (Font: Arial, 12; Line Spacing: 1.5).

2. Presentation: An informative and entertaining 10-15 minute presentation focusing on your 5 most interesting observations and the associated background relating to the international marketing domain.

Team Assignment – Professional Visits

The professional visits to numerous companies and organizations throughout Europe are an important part of this program. At the same time, each visit will provide you with numerous insights that are related either specifically, or in a broader sense, to the topics discussed in class. For every professional visit, briefly elaborate (in bullet points) 3-5 insights that you can relate to the content of this course. In each class following a professional visit, a group will be selected at random to discuss their insights.

Components of Final Grade

Midterm exam	25%
Final exam	30%
Team project	25%
Assignments	10%
Class participation	10%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Schedule of Classes and Visits

The detailed schedule of classes, professional visits, and suggested cultural visits for each session is available online at www.forum-nexus.com/schedules.

Please note that this course will be offered as a Section 01 class.

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.