



UNIVERSITÀ  
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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  
Graduate Division**

**Course Syllabus**

**MKT 676-01  
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. Understand the special characteristics of global country markets and their relevance and implications for international marketers
6. Help develop global marketing strategies that produce the best fit with the organization's long-term interest and the environmental factors that it encounters
7. Understand the past, present, and future of the European Union and the numerous opportunities it offers for international business

### **Course Requirements**

The course requires active student participation. Students are expected to read the required materials before every class. Punctual attendance is required. There will be a midterm exam, a final exam, a group project, and a final presentation. Each student is required to participate in professional visits and cultural visits, as well as the International IQ Seminar.

### **Teaching Procedures and Methodology**

Teaching methods used in this course include lectures, discussions, assignments, and professional and cultural visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. Cultural visits enhance the students' understanding of the history and culture of the country.

### **Attendance Policy**

Students are permitted to miss class only once, due to illness, injury, or another appropriate reason. Missing more than once may result in a letter grade deduction for every additional absence.

### **Participation in "Europe Today: An International IQ Seminar"**

All students also attend **Europe Today: An International IQ Seminar**, a daily session conducted by the Program Director, Dr. Hugo Hervitz. In this seminar, students learn about the culture of each country, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be some exam questions based on the seminar. Participation in the International IQ Seminar is factored into the grade for this course.

### **Required Textbook**

**International Marketing, 5<sup>th</sup> edition**  
by Pervez Ghauri and Philip Cateora  
Kindle edition  
McGraw-Hill, 2021

### **Additional Reading**

Additional articles covering current international marketing issues will be distributed by the instructor throughout the course.

## **Components of Final Grade**

Midterm exam	20%
Final exam	30%
Group project	20%
Presentation	10%
Class participation	10%
International IQ Seminar	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

## **Course Outline**

- Module 1: Globalization and international marketing (Chs. 1,2)
- Module 2: The importance of cultural differences (Chs. 3,4)
- Module 3: Differences in the political, economic, and legal environments (Ch, 5)
- Module 4: Researching international markets (Ch. 6)
- Module 5: Exporting and Importing (Ch. 8)
- Module 6: International marketing strategy (Chs. 9,10,11)
- Module 7: Ethics, social responsibility, and sustainability (Ch. 14)
- Module 8: International pricing (Ch.18)
- Module 9: International advertising (Ch. 19)

## **Schedule of Classes and Visits**

The detailed schedule of classes, professional visits, and suggested cultural visits for each session will be available online at [www.forum-nexus.com/schedules](http://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.