



The University of Suwon
INTERNATIONAL MARKETING
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Office Hours: Monday: 3:30 p.m. - 5:30 p.m.
Tuesday: 3:30 p.m. - 5:30 p.m.
Wednesday: 3:30 p.m. - 5:30 p.m.
Thursday: 3:30 p.m. - 5:30 p.m.

Course introduction

An elective course designed to bring awareness, knowledge and understanding of the factors influencing internationalisation of companies and its effect to global and international marketing.

It is undeniable that the effect of the ever-increasing number of domestic firms exporting, importing, and/or manufacturing abroad; the number of foreign-based firms operating in most markets; the growth of regional trade areas; the rapid growth of world markets; and the increasing number of competitors for global markets is challenging companies to participate in international business activities. Entering a globally and an internationally competitive environment definitely influences how companies design their marketing communications in a creative and sustainable manner. **Throughout this course, students are expected to have acquired and/or learned the following competencies; communicative, professional, global and creativity.**

Course objectives

After completing the course, students are expected to:

- understand international marketing and its scope
- appreciate the increasing importance of global awareness
- see how international marketing concepts influence international marketers
- be able to identify and manage the factors influencing internationalisation of companies

- evaluate the progression of becoming an international marketer
- analyse different international marketing strategies
- create a strategic marketing concept and strategy

Course language

This course is taught completely in English. Students will need to have an intermediate level of English in order to comprehend the lesson content, to be able to actively participate, and to complete the assignments and other requirements.

Course format

This will be a (3)three-hour inclass interactive discussion.

Course guidelines, requirements and expectations

All students must;

- be prepared and on time
- participate during discussions and in group activities
- submit homework and other requirements on time
- do research and presentations
- act respectfully and courteously in class at all times
- place all handphones on **silent** mode and **do not use them** unless given permission by the teacher
- complete the requirements of the course

Required texts/materials

No required textbook

Videos and power point presentations will be uploaded on Black Board

Web links will be given for additional reading and references

Course website

<https://blackboard.suwon.ac.kr/>

<http://ic.suwon.ac.kr/>

Course policies

To complete a course, students must attend at least 75% of classes. That is, if students miss a course **more than four times**, they will fail the course.

Absences:

- There are NO excused absences
- Students with 5 absences will get an F.

Assessment:

- Missing any major assessment results in an automatic F for the class.
- Assessment will be based on participation, submission of requirements on time, case studies, presentation, and exam.
- Makeup exams are allowed but will be docked points.
- Cheating and plagiarism will not be tolerated and will result in an automatic F.

Grading:

- Attendance/Homework 25%
- Quizzes, Case Studies, Seatwork, and Groupwork: 25%
- Midterm assessment/presentation: 25%
- Final assessment/presentation: 25%

NOTE: The course will be graded on a curve (A:30%, B:40%, C, D, F:30%).

Spring 2019, Elective Schedule

Date	Lesson content
Week 01:	Orientation
Week 02:	Introduction to Marketing
Week 03:	Marketing Management
Week 04:	The Marketing Mix/ C's of Marketing
Week 05:	Market Segmentation and Targeting/ Differentiation and Positioning
Week 06:	The Marketing Environment
Week 07:	Integrated Marketing Communication/ CRM/ Sustainable Marketing
Week 08:	Midterm Presentation/Assesment
Week 09:	Products and Services/ Branding and Labelling
Week 10:	International Marketing Channels
Week 11:	International Advertising
Week 12:	Personal Selling and Sales Management
Week 13:	Pricing for International Markets
Week 14:	Global Marketing Strategies
Week 15:	Final Presentation/Assessment
Week 16:	Make-up Week

NOTE: The course content listed above is subject to change.