



The University of Suwon
Spring 2021
INTRODUCTION TO INTERNATIONAL MARKETING STRATEGY
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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 to advanced 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 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 powerpoint presentations will be uploaded on Canvas

Links will be given for additional reading and references

Course website

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

<http://canvas.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 three times, they will fail the course.

Absences:

- There are NO excused absences
- Students with 4 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 and Participation (Group Work/Case Studies)	25%
Quizzes/Case Studies, Presentation and Homework	25%
Midterm Assessment	25%
Final Assessment	25%
Total	100%

NOTE: The course will be graded on a curve

**Global and International Marketing, Spring 2021
Course Content**

Date	Lesson content
Week 01:	Orientation
Week 02:	Introduction to Marketing
Week 03:	Global and International Marketing Strategy: Differentiation and Positioning
Week 04:	Global and International Marketing Strategy: Market Segmentation
Week 05:	Case Analysis/Presentation
Week 06:	Consumer Markets' Buying Behavior in Different Cultures
Week 07:	Products and Services
Week 08:	Midterm Assessment
Week 09:	Services Marketing and Branding
Week 10:	Pricing Strategies
Week 11:	Marketing Channels - Global and International Distribution
Week 12:	Case Analysis/Presentation
Week 13:	Integrated Marketing Communication Mix (IMC) - Global and International Advertising
Week 14:	Case Analysis/Presentation
Week 15:	Final Assessment
Week 16:	Make-up Week

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

References:

Principles of Marketing, 17th GLOBAL Edition, Kotler and Armstrong
International Marketing, 15th Edition, Cateora, et al.
Online Materials