

COURSE SYLLABUS



International Marketing

Course code: MKT318

Semester and year: Spring 2024

Day and time: Wednesdays 2:45-5:30 pm

Instructor: Dan Ravick Fiala, MBA, PMP, PMI-RMP

Instructor contact: dan.ravick@aauni.edu

Consultation hours: One hour after the lesson or by appointment

Credits US/ECTS	3	Level	Intermediate
Length	15 weeks	Pre-requisite	MKT248
Contact hours	42 hours	Course type	Elective/Required

1. Course Description

This intermediate course provides a comprehensive, up-to-date theoretical and practical understanding of the differences between, and challenges of, successfully doing business internationally as compared with the domestic market. A basic understanding of business, marketing, and market research concepts, strategies, and tactics, as well as terminology, is, therefore, assumed. The framework of the course is built upon marketing principles and applying them in international markets – including multicultural environments in different countries. The course includes a review of the international environment in terms of political, economic, socio-cultural and income differences and different buying habits to provide the context for the necessary analysis and decision-making. The course methodology combines studying the theory and practice of international marketing with real-life examples of success and failure in international consumer and business markets. Throughout the course there are practical exercises to evaluate the student's understanding of how organizations can develop and implement an effective international marketing strategy and gain a competitive advantage. A final team project, which is set by the students throughout the course, will be presented at the end of the course to demonstrate the student's mastery of the topics studied.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Describe the theories and concepts underlying international marketing;
- Demonstrate the ability to apply international marketing theory and concepts to what marketers are doing in the real world;
- Comprehend and have a clear understanding of the challenges of marketing in international markets;
- Demonstrate the ability to use up-to-date international marketing strategies;
- Describe the key differences in the management of international marketing versus domestic marketing;
- Formulate a conceptual framework for assessing international markets and environments for business opportunities, challenges and risks;
- Demonstrate the ability to understand and apply different marketing techniques and tools in international environments with other cultures;
- Explain the main business models used by international marketers.

3. Reading Material

Required Materials

Presentations and reading material will be available online.

- Case study for each topic and chapter from *Harvard Business Review*. Readings should be done before the class for which they are assigned, as students will regularly be tested.

Recommended Materials

- ———“*International Marketing: A Global Perspective*”, Hans Muehlebaer, Helmut Leih, Lee Dahringer (available on Google Books)
- ———“*Marketing Across Cultures*”, Jean Claude Usunier, Julie Anne Lee, Fourth Edition, Prentice Hall - available electronic version in library and posted on NEO.

4. Teaching methodology

The course is divided into 15 lessons, during which a variety of student participation methods are used (as detailed below). Classes will be organized principally – but not exclusively – around presentations based on the course book (see above). Discussions are encouraged, and case studies will be used to demonstrate students’ analytical thinking, creative problem-solving skills, and information acquisition. Before each class, each student should, therefore, be prepared to discuss the session topics (see Course Schedule below).

- ———Slide presentations and discussions on the topics new to most students, encouraging interaction during the presentations with examples.
- ———Each chapter will be discussed in terms of practical application with usage of case studies.
- ———Final review and class/peer evaluation of each team’s final presentation to practice understanding in various business environments, or cases.

The basic premise is that we REALLY learn by doing. First, we need to know what we don’t know (knowledge transfer). Then we need to see how what we don’t know is being applied (association). THEN, we need to practice together how we apply creatively in our project how these concepts and capabilities can be applied (deep learning) to solve business problems or to capture an opportunity. Collectively, these create competitive advantages. The final grade is based on the students’ and their team’s ability to apply what they have learned to create a competitive advantage.

To maximize the value for the students, students are STRONGLY encouraged to complete the reading BEFORE the lesson, allowing maximum discussion on current applications of the topics. The student’s ability to interact in real time during the course discussion is a critical skill in business and is, therefore, a critical success factor in the learning process.

5. Course Schedule

Date	Class Agenda
Week 1: 2 nd February (Friday)	Topic: Class Kick-off!!! Description: <ul style="list-style-type: none">• Quick introduction to the course.• Quick introduction to the instructor, his background and work experiences.• Student introductions.• Expectations, course flow & grading.• Marketing and value creation. Reading: Course syllabus (on NEO) Assignments/deadlines: Students will briefly introduce themselves to the class.

<p>Week 2</p> <p>7th February</p>	<p>Topic: Why Go International?</p> <p>Description:</p> <ul style="list-style-type: none"> • Setting the Context – Macro “helicopter view”, why firms go international. • Value for firms • Opportunities / Challenges <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>Week 3</p> <p>14th February</p>	<p>Topic: The Context of Global Trade</p> <p>Description: The economics and mechanics of global trade will be discussed. The benefits, barriers and implications of trade will be explored. Common trade myths will also be dispelled.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>Week 4</p> <p>21st February</p>	<p>Topic: Understanding the International Environment</p> <p>Description: – Introduction and analysis of the economic, historical, political, and socio-cultural (PLEESTIC) factors and their effect on internationalization strategies.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>Week 5</p> <p>28th February</p>	<p>Topic: Conducting International Research – Opportunity Analysis</p> <p>Description: Introduction and evaluation of different international market research methods.</p> <p>Reading:</p> <p>Assignments/deadlines:</p>
<p>Week 6</p> <p>6th March</p>	<p>Topic: International Market Segmentation & Niche Marketing Strategies</p> <p>Description: Introduction and analysis of international market segmentation strategies in terms of identifying valuable customer segments and the appropriate “beachhead market.”</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>

<p>Week 7</p> <p>13th March</p>	<p>Topic: Global Marketing Strategies</p> <p>Description: Introduction to strategies and frameworks in the assessment of Global Marketing Strategies</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>Week 8</p> <p>20th March</p>	<p>Mid-term Exam.</p> <p>Students will have the opportunity to answer theoretical and practical questions based on the topics that are delineated in this syllabus and that were discussed or assigned in class lectures, articles (provided on NEO), various assignments that were given as well as to understand the mechanics and major points of case studies analyzed.</p> <p>Please, also note that class slides are only meant to refresh your memory and complement your own note taking as class discussions and the whiteboard will be used throughout the course to introduce, explain, and discuss key points.</p>
<p>27th March</p>	<p>Mid-term Break</p>
<p>Week 9</p> <p>3rd April</p>	<p>Topic: Market Entry Strategies</p> <p>Description: Introduction to market entry strategies in terms of their risk, control, investment, and speed. Further, topics such as branding, and understanding the alchemy of standardization, unification and localization will be discussed.</p> <p>Reading: Students will be asked to read an article that will be used for class</p> <p>Assignments/deadlines:</p>
<p>Week 10</p> <p>10th April</p>	<p>Topic: Balancing Global Marketing Strategies</p> <p>Description:</p> <p>Utilizing the groundbreaking work of Professor Ghemawat with the key insight that Adaption is not the only strategy that firms should utilize when going international.</p> <p>Managing Global Strategy utilizing Adaption – Aggregation and Arbitrage.</p> <p>Reading: Students will be asked to read an article that will be used for class</p> <p>Assignments/deadlines:</p>

<p>Week 11</p> <p>17th April</p>	<p>Topic: International Product and Service Management</p> <p>Description: Introduction to managing products/services across borders and through the Product Life Cycle and managing innovation across borders.</p> <p>Reading:</p> <p>Assignments/deadlines:</p>
<p>Week 12</p> <p>24th April</p>	<p>Topic: Pricing in International Markets</p> <p>Description: Introduction to the concept of strategic pricing and what challenges that entails when doing business internationally.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>1st May</p>	<p>State Holiday – No Class!</p>
<p>8th May</p>	<p>State Holiday – No Class!</p>
<p>Week 13</p> <p>15th May</p>	<p>Topic: Startup Strategies To Penetrate New Markets</p> <p>Description:</p> <ul style="list-style-type: none"> • <u>Students will present their mock presentations to receive final feedback from each other and from the course leader with the aim to improve and pivot if needed before the final presentation to the client.</u> <p>Reading:</p> <p>Assignments/deadlines:</p>
<p>Week 14</p> <p>22nd May</p>	<p>Topic: Special Topics in International Marketing</p> <p>Description:</p> <ul style="list-style-type: none"> • This class will also be dedicated to new and special topics in International Marketing. <p>Reading:</p> <p>Assignments/deadlines:</p>
<p>29th May 2022</p>	<p>Topic: No Class</p> <p>Assignments/deadlines</p>

	<p>*No class shall be cancelled without substitution. A make-up class will be scheduled within a week after the cancelled class.</p> <p>The make-up class will be held on either 1. during the dedicated make-up sessions, which are every Friday from 2:45–5:30 p.m., or 2. schedule the make-up session on any other day and time provided that most students agree to.</p>
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6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (average)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
PPP: Participation Professionalism Preparedness	42 hrs.	10%	Ability to read, think, and express ideas analytically, critically, and creatively. Ability to ask and answer questions relating to subject knowledge. Ability to communicate effectively in oral English. Ability to identify and summarize key points relating to a topic. <i>Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.</i>	1, 2, 3
PD1: Project Deliverable #1	1 hr.	5%	Team Information Document Students will create a document that will provide information on: <ul style="list-style-type: none"> • Team Members • Team Quick Strengths/ Skills or Experience • Communication Plan –that will describe how students will communicate and integrate the work 	1, 2
PD2: Project Deliverable #2	7 hrs.	10%	Project Scope Document Changed to Individual	1, 2, 3

			<p>Students will provide a memo that will show/explain the following:</p> <ul style="list-style-type: none"> • Main project deliverables • Time plan for the work of each team member on all major deliverables • Data gathering methods to be used • How the analysis will be conducted 	
<p>PD3: Project Deliverable #3 Executive Report</p>	25 hrs.	15%	<p>Final Project Written Deliverable</p> <p>Students will provide a complete written analysis of their project design, analysis, and findings. Including the following:</p> <ul style="list-style-type: none"> • Professional Formatting • Well structured • Data collection methodology used • Well-structured and in-depth data analysis • Key Recommendations based on Analysis • Major Challenges • Communication with Stakeholders • Areas of Improvement in Project Design 	1, 2, 3
<p>PD4: Project Deliverable #4 Project Final Presentation In-class presentation of about 30 minutes + Q/A</p>	15 hrs.	10%	<p>Final Project Presentation</p> <p>Students will present their findings in a clear and crisp presentation to the client. (Presentation plus Speakers' Notes)</p> <p>Students will be graded based on the level of analysis as well as in presentation format, style, and delivery.</p> <p>Students should approach their project presentation not solely as an analyst but as a business manager and, thus, should focus on recommendations – what are</p>	1, 2, 3

			the risks and how they would implement their recommendations to be most effective. (Business report format.)	
RM: Reflection Memos	5 hrs.	10%	Ability to reflect, think holistically (from a wider view) and critically analyze specific issues.	1, 2, 3
AE: Application Exercises	35 hrs.	20%	Ability to practically apply teachings to real world situations and selected cases.	1
ME: Mid-term Exam	20 hrs.	20%	Ability to analyze and answer both theoretical and practical questions	
TOTAL	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

*Timing of deliverables will be determined based upon the flow of the class.

7. Detailed description of the assignments

Detailed description of the course participation and assignment grading

Participation, Professionalism & Preparedness: • *Demonstrate* nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.

Participation assessment breakdown

Assessed area	Percentage
Punctuality	10%
Preparedness	45%
Professionalism	45%
Total	100%

Reflection Memos: • Demonstrate an understanding and ability to critically analyze the topic/article specified.

Assessment breakdown

Assessed area	Percentage
Structure / Grammar	20%
Clarity and description of the issue	50%
Critical Analysis	30%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Project Deliverable # 4 • Demonstrate an ability to analyze and present information verbally and with the use of presentation aides that deliver a message that is clear, concise, and insightful.

Assessment breakdown

Assessed area	Percentage
ORGANIZATION AND DEVELOPMENT: Structure of the report, logical coherence (including title, table of contents executive summary, introduction, conclusion, and recommendations)	10%
CONTENT / QUALITY OF IDEAS: Includes: use of supportive material (e.g. charts, diagrams, illustrations, maps, and tables) Knowledge of methodology, its application: 15 - Own contribution, originality of ideas: 40	55%
QUALITY OF RESEARCH Work with sources and literature	10%
CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of IM Project report: 5	10%
Verbal Delivery	10%
Management of Q/A	5%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Project Deliverables # 2,3 • Demonstrate an ability to analyze and convey information in written form that delivers a message that is clear, concise, and insightful.

Assessment breakdown

Assessed area	Percentage
ORGANIZATION AND DEVELOPMENT: Structure of the paper, logical coherence (including title, table of contents executive summary, introduction, conclusion, and recommendations)	10%
CONTENT / QUALITY OF IDEAS: Includes: use of supportive material (e.g. charts, diagrams, illustrations, maps, and tables) Knowledge of methodology, its application: 15 - Own contribution, originality of ideas: 55	55%
QUALITY OF RESEARCH Work with sources and literature	10%
CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of Int. Mktg. project report: 5	10%
Verbal Delivery	10%
Management of Q/A	5%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Application Exercises • Demonstrate ability to read, analyze and understand managerial issues.

Assessment breakdown

Assessed area	Percentage
Understanding of case fundamentals	50%
Critical Analysis	30%
Articulation of insights, answer questions, and ask questions	20%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Unless otherwise specified, for ALL assignments, as per university regulations, five academically respectable correctly cited sources are the *minimum* expected. Any assignments NOT meeting this standard will NOT be graded.

Mid-term Exam • Comprehensive assessment of knowledge acquired in the first half of the class.

Assessment breakdown

Assessed area	Percentage
Understanding of international marketing fundamentals	50%
Critical analysis	30%
Articulation and development of well-structured responses	20%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Standards of Document Formatting

All registered AAU students have complimentary free access to Microsoft 365 Online. Therefore, all students are expected to submit their assignments in the document format stated by their course leader, e.g., using Microsoft Excel, PowerPoint, or Word with the document language set to English and the grammar, punctuation, and spelling having been checked by Microsoft Editor before submission. (Students are also recommended to consider subscribing to the Student edition of Grammarly <https://www.grammarly.com/students>, which provides additional assistance in writing academic English.) Assignments which are submitted with the text not set to English and/or have not been checked for grammar, punctuation, and spelling errors are likely to be marked down.

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules in the Academic Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work.

Electronic communication and submission

The university and instructors shall only use students' university email address for communication, with additional communication via NEO LMS or Microsoft Teams. Students sending e-mail to an instructor shall clearly state the course code and the topic in the subject heading, for example, "COM101-1 Mid-term Exam. Question". All electronic submissions are through NEO LMS. No substantial pieces of writing (especially take-home exams and essays) can be submitted outside of NEO LMS.

Attendance

Attendance, i.e., presence in class in real-time, at AAU courses is default mandatory; however, it is not graded as such. (Grades may be impacted by missed assignments or lack of

participation.) Still, students must attend at least two thirds of classes to complete the course. If they do not meet this condition and most of their absences are excused, they will be administratively withdrawn from the course. If they do not meet this condition and most of their absences are not excused, they will receive a grade of "FW" (Failure to Withdraw). Students may also be marked absent if they miss a significant part of a class (for example by arriving late or leaving early).

Absence excuse and make-up options

Should a student be absent from classes for relevant reasons (illness, serious family matters), and the student wishes to request that the absence be excused, the student should submit an Absence Excuse Request Form supplemented with documents providing reasons for the absence to the Dean of Students within one week of the absence. Each student may excuse up to two sick days per term without any supporting documentation; however, an Absence Excuse Request Form must still be submitted for these instances. If possible, it is recommended the instructor be informed of the absence in advance. Should a student be absent during the add/drop period due to a change in registration this will be an excused absence if s/he submits an Absence Excuse Request Form along with the finalized add/drop form.

Students whose absence has been excused by the Dean of Students are entitled to make up assignments and exams provided their nature allows. Assignments missed due to unexcused absences which cannot be made up, may result in a decreased or failing grade as specified in the syllabus.

Students are responsible for contacting their instructor within one week of the date the absence was excused to arrange for make-up options.

Late work: No late submissions will be accepted – please follow the deadlines.

Electronic devices

Electronic devices (e.g. phones, tablets, laptops) may be used only for class-related activities (taking notes, looking up related information, etc.). Any other use will result in the student being marked absent and/or being expelled from the class. No electronic devices may be used during tests or exams unless required by the exam format and the instructor.

Eating is not allowed during classes.

Cheating and disruptive behavior

If a student engages in disruptive conduct unsuitable for a classroom environment, the instructor may require the student to withdraw from the room for the duration of the class and shall report the behavior to the student's Dean.

Students engaging in behavior, which is suggestive of cheating will, at a minimum, be warned. In the case of continued misconduct, the student will fail the exam or assignment and be expelled from the exam or class.

Plagiarism

Plagiarism obscures the authorship of a work or the degree of its originality. Students are expected to create and submit works of which they are the author. Plagiarism can apply to all works of authorship – verbal, audiovisual, visual, computer programs, etc. Examples are:

- **Verbatim plagiarism:** verbatim use of another's work or part of it without proper acknowledgement of the source and designation as a verbatim quotation,
- **Paraphrasing plagiarism:** paraphrasing someone else's work or part of it without proper acknowledgement of the source,
- **Data plagiarism:** use of other people's data without proper acknowledgement of the source,
- **False quotation:** publishing a text that is not a verbatim quotation as a verbatim quotation,
- **Fictitious citation:** quoting, paraphrasing, or referring to an incorrect or a non-existent work,
- **Inaccurate citation:** citing sources in such a way that they cannot be found and verified,
- **Ghostwriting:** commissioning work from others and passing it off as one's own,

- **Patchwriting:** using someone else’s work or works (albeit with proper acknowledgement of sources and proper attribution) to such an extent that the output contains almost no original contribution,
- **Self-plagiarism:** unacknowledged reuse of one’s own work (or part of it) that has been produced or submitted as part of another course of study or that has been published in the past,
- **Collaborative plagiarism:** delivering the result of collective collaboration as one’s own individual output.

At minimum, plagiarism will result in a failing grade for the assignment and shall be reported to the student’s Dean. A mitigating circumstance may be the case of novice students, and the benefit of the doubt may be given if it is reasonable to assume that the small-scale plagiarism was the result of ignorance rather than intent. An aggravating circumstance in plagiarism is an act intended to make plagiarism more difficult to detect. Such conduct includes, for example, the additional modification of individual words or phrases, the creation of typos, the use of machine translation tools or the creation of synonymous text, etc. The Dean may initiate a disciplinary procedure pursuant to the Academic Codex. Intentional or repeated plagiarism always entails disciplinary hearing and may result in expulsion from AAU.

Use of Artificial Intelligence and Academic Tutoring Center

The use of artificial intelligence tools to search sources, to process, analyze and summarize data, and to provide suggestions or feedback to improve content, structure, or style, defined here as AI-assisted writing, is not in itself plagiarism. However, it is plagiarism if, as a result, it obscures the authorship of the work produced or the degree of its originality (see the examples above).

AAU acknowledges prudent and honest use of AI-assisted writing, that is, the use of AI for orientation, consultation, and practice is allowed. For some courses and assignments, however, the use of AI is counterproductive to learning outcomes; therefore, the course syllabus may prohibit AI assistance.

A work (text, image, video, sound, code, etc.) generated by artificial intelligence based on a mass of existing data, defined here as AI-generated work, is not considered a work of authorship. Therefore, if an AI-generated work (e.g. text) is part of the author’s work, it must be marked as AI-generated. Otherwise, it obscures the authorship and/or the degree of originality, and thus constitutes plagiarism. Unless explicitly permitted by the instructor, submission of AI-generated work is prohibited.

If unsure about technical aspects of writing, and to improve their academic writing, students are encouraged to consult with the tutors of the AAU Academic Tutoring Center. For more information and/or to book a tutor, please contact the ATC at: <http://atc.simplybook.me/sheduler/manage/event/1/>.

Course accessibility and inclusion

Students with disabilities should contact the Dean of Students to discuss reasonable accommodation. Academic accommodations are not retroactive.

Students who will be absent from course activities due to religious holidays may seek reasonable accommodation by contacting the Dean of Students in writing within the first two weeks of the term. All requests must include specific dates for which the student requests accommodation.

9. Grading Scale

Letter Grade	Percentage*	Description
A	95–100	Excellent performance. The student has shown originality and displayed an exceptional grasp of the material and a deep analytical understanding of the subject.
A–	90–94	
B+	87–89	Good performance. The student has mastered the material, understands the subject well and has shown some originality of thought and/or considerable effort.
B	83–86	
B–	80–82	

C+	77-79	Fair performance. The student has acquired an acceptable understanding of the material and essential subject matter of the course, but has not succeeded in translating this understanding into consistently creative or original work.
C	73-76	
C-	70-72	
D+	65-69	Poor. The student has shown some understanding of the material and subject matter covered during the course. The student's work, however, has not shown enough effort or understanding to allow for a passing grade in School Required Courses. It does qualify as a passing mark for the General College Courses and Electives.
D	60-64	
F	0-59	Fail. The student has not succeeded in mastering the subject matter covered in the course.

* Decimals should be rounded to the nearest whole number.

Prepared by and when: Dan Ravick Fiala, 29th December 2023.

Approved by and when: Chris Shallow BA MSc, Chair of Department of Marketing, 8th January 2024; Jan Vašenda, Ph.D., Vice Dean of School of Business Administration, 29th January 2024.