

Course Outline

MK326 International Marketing

Semester 2/2024

Number of Credit: 3 Credits (3-0-6)

Prerequisite: MK201

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of international marketing theories and practices. This course will offer students the opportunity to develop and strengthen their international marketing strategies as they will be required to formulate new international businesses that will prepare them to become successful marketing managers in the future. Students will also be exploring global marketing problems and apply concepts to real life cases as this course enhances both strategic marketing perspectives combined with the actual implementation of the international marketing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of International Marketing in both theory and practice.
2. To identify, explore and work on practical international marketing cases and apply marketing concepts in business enterprises to further strengthen the understanding of how marketers operate in different countries.
3. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic international management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Class Time and Venue:

Date: Tuesdays

Time: 13:00 - 16:00 hrs.

Venue: Room 201, 2nd Floor, Faculty of Economics

Instructor:

Ajarn Suwalya Khemvaraporn

Email: suwalya@econ.tu.ac.th

Office Hours: 9:00 – 17:00 hrs.

Required Text:

Philip R.Cateora, R.Bruce Money, Mary C. Gilly and John L.Graham, International Marketing (2024) 19th Edition, by McGraw-Hill LLC., New York, ISBN: 978-1-266-15163-7

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Grading:

Group Project Presentations and Report:	35%
Attendance, Class participation & Individual Assignments:	15%
Midterm Exam	20%
Final Exam	30%
Total	100%

Details of Assessment:

Midterm Exam	20%	Tuesday, March 11th, 2025, at 15:00-17:00 hrs.
Final Exam	30%	Monday May 26th, 2025 at 13:30 – 16:30 hrs.

Group Project Presentation: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required to incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The mini- presentations will contribute 15% and final project presentation will contribute 20% of the group project score. The final presentation of approximately 20-30 mins. (TBC) will take place on the last 2 days of class. All students must attend both days of the final project presentation.

Attendance, Class participation & Individual Assignments: 15%

Attendance and class participation (individual and group) will contribute to 10% of your grade. Participation includes class discussions and assignments (including assigned group work and in class workshops). There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues. Individual Assignments contributing 5% of your grade will be assigned throughout the semester on various topics discussed in class.

Peer Evaluation: the results from the peer evaluation will be taken seriously. The course requires both individual and group participation to achieve strong project results. Both scores from your individual & team participation and group project will be deducted based on the degree of participation. In addition, students who fail to submit peer evaluation on time will automatically receive zero points for team participation (5%). Details will be further discussed in class.

Student Rules and Responsibilities:

- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- **Important notice: Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class. If you are late often, participation scores will be deducted.**
- **BE Classroom Guidelines (below) will be covered in the class introduction session and will have significant impact on student's attendance and participation scores.**

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Expected Learning Outcomes **MK326**

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students will understand and comply with rules and regulations and practice good work ethics in both team projects and individual class participation to achieve quality results.
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
●	2. Acquire knowledge on and understand the important social and science concepts related to business management.	Students can understand, adapt and apply all concepts, frameworks and theories into designing the global marketing strategy in detail and create impactful project presentations and reports.
N/A	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
N/A	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
●	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	Ongoing Group Project work will allow students to showcase “Plan, do, check act” by synergizing prior knowledge to various global business concepts in order to propose sound marketing strategies and solutions.

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	2. Be creative and constructively criticize to solve problem of the team.	Intensive group project weekly assignments will give students' opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze global market situations and create different international projects at satisfactory level.
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Students will be creating impactful international business presentations and reports by achieving the following Assessment Criteria • thorough, focused and thoughtful analysis • strategic thinking • creative solutions • effective use of tools, techniques and concepts from the course • realism; and • communication and persuasion
N/A	4. Be able to utilize information technologies or others to support the business operations.	

Remark: ● Primary expected outcome ○ Secondary expected

Course Plan **MK326**

Week	Date	Topic	Chapter	Assignments and Activities
1	January 21	1.1 Class Introduction Review Syllabus Expectations 1.2 AN OVERVIEW: The Scope and Challenge of International Marketing	1	Group Work: Country- Project Group Formation, Introduction, in class exercise
2	January 28	2.1 The Scope and Challenge of International Marketing 2.2 The Dynamic Environment of International Trade	1,2	Group Work: Project Mini-Presentation 1: Chosen Country to develop Business
3	February 4	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 3.1 History and Geography: The Foundation of Culture 3.2 Cultural Dynamics in Assessing Global Markets	3, 4	Group Work: Project Mini-Presentation 1: Chosen Country to Develop Business
4	February 11	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 4. Culture, Management Style and Business Systems	5	Group Work: Project Mini-Presentation 2

5	February 18	5.1 The Political Environment: A Critical Concern 5.2 The International Legal Environment: Playing by the Rules	6,7	Group Work: Project Mini-Presentation 2
6	February 25	ASSESSING GLOBAL MARKET OPPORTUNITIES 6. Developing a Global Vision through Marketing Research	8	Group Work: Project Mini-Presentation 3
7	March 4	ASSESSING GLOBAL MARKET OPPORTUNITIES 7.1 Economic Development and the Americas 7.2 Europe, Africa, and the Middle East 7.3 The Asia Pacific Region	9,10,11	Group Work: Project Mini-Presentation 4
EXAM	March 11	Midterm Exam		15:00 -17:00 hrs.
8	March 18	8.GLOBAL TRADING SIMULATION 		In Class Activity/ Group Work: Project Mini-Presentation 5

9	March 25	DEVELOPING GLOBAL MARKETING STRATEGIES 9.Global Marketing Management: Planning and Organization	12	Group Work: Project Mini-Presentation 6
10	April 1	DEVELOPING GLOBAL MARKETING STRATEGIES 10. Products and Services for Consumers	13	Group Work: Project Mini-Presentation 7
11	April 8	DEVELOPING GLOBAL MARKETING STRATEGIES 11. International Marketing Channels	15	Group Work: Project Mini-Presentation 8
12	April 22	DEVELOPING GLOBAL MARKETING STRATEGIES 12. Integrated Communications and International Advertising	16	Group Work: Project Mini-Presentation 9
13	April 29	DEVELOPING GLOBAL MARKETING STRATEGIES 13.1 Personal Selling and Sales Management 13.2 Pricing for International Markets	18	Group Work: Project Mini-Presentation 10
14	May 6	Day 1: Final Project Presentation	Group to Present	Final Project Presentation

15	May 13	Day 2: Final Project Presentation	Groups to Present	Final Project Presentations
EXAM	Monday May 26	Final Exam		13:00 - 16:30 hrs. Peer Evaluation due

BE Classroom Guidelines

- The classroom is a collaborative working environment where both the course instructor and students work together to create productive learning experiences.
- Every student plays a vital role in achieving this goal.
- The following guidelines aim to ensure a respectful, engaging, and distraction-free learning atmosphere.
- Be Engaged:
 - Be punctual and remain focused during class sessions.
 - Unacceptable behaviors:
 - Repeated absences without a valid reason.
 - Repeatedly arriving late or leaving early.
 - Frequently entering and exiting the room during class.
- Be Respectful:
 - Contribute to a positive learning environment by treating peers with respect.
 - Avoid loud or prolonged side conversations that could disrupt others.
 - Refrain from using electronic devices for non -class-related activities, such as:
 - Do not engage in activities such as watching videos, gaming, listening to music, texting, reading, or using social media.
 - All devices should be placed in focus mode or sleep mode to minimize distractions.