

Course Outline

MK326: INTERNATIONAL MARKETING

Semester 2/2021 (January 10th – May 7th, 2022)

Number of Credit: 3

Prerequisite: MK 201 Principles of Marketing

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 retail 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 Logistic

Class day: Every Thursdays

Class time: 2:00-5:00 PM

Teaching Materials Platform: BE Moodle and FB Group

Meeting Platform:

Faculty of Economics, Thammasat University (Tha Prachan Campus/

ZOOM

Zoom Meeting ID: 962 1140 5169

Passcode: MK326_2022

Instructor:

Name: Ajarn Suwalya Khemvaraporn

Office Hours: 9:00 AM- 5:00 PM

Email: suwalya@econ.tu.ac.th

Phone: 081-842-2043

Assessment:

Midterm Exam 20% Thursday, March 3rd, 2022, 3:00 – 5:00 PM

Final Exam 30% Thursday, May 19th 2022, 1:30-4:30 PM

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required 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 final presentation of approximately 15 mins. (TBC) will take place on the last day of class. The booklet will be due on the day of the final Exam.

Attendance and Class participation: 10%

Attendance and class participation (individual and group) will contribute to 10% of your grade. If you choose learning on site, your attendance will reflect your final choice which goes the same for remote learning for the entire semester. The learning locations (on- site and remote) are not interchangeable. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Individual Assignments: 5%

Individual Assignments will be assigned throughout the semester on various topics discussed in class.

Required Text:

Philip R.Cateora, R.Bruce Money, Mary C. Gilly and John L.Graham, International Marketing (2020) 18th Edition, McGraw-Hill Education, New York, ISBN: 978-1-260-54787-0

Supplementary Reading:

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

Student Responsibility: -

- Student is expected to do the reading of the chapter in the Smart Book to enhance understanding after lessons covered by instructor.
- 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.**
- **All Zoom learning recordings will not be available for students;** therefore, students are required to attend each session and sign in the beginning of class and be active in class discussions for class participation credit which applies for both on site and remote learning.

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.

Class Schedule

Week	Date.	Topic	Chapter	Assignments and Activities
1	January 13	1.1 Smart Book Training 1.2 Class Introduction Review Syllabus Expectations 1.3 AN OVERVIEW: The Scope and Challenge of International Marketing	1	Group Work: Country- Project Group Formation, Introduction, in class exercise
2	January 20	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	January 27	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS	3, 4	Group Work: Project Mini-Presentation 1: Chosen Country to Develop Business

Week	Date.	Topic	Chapter	Assignments and Activities
		3.1 History and Geography: The Foundation of Culture 3.2 Cultural Dynamics in Assessing Global Markets		
4	February 3	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 4. Culture, Management Style and Business Systems	5	Group Work: Project Mini-Presentation 2
5	February 10	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 17	ASSESSING GLOBAL MARKET OPPORTUNITIES 6. Developing a Global Vision through Marketing Research	8	Group Work: Project Mini-Presentation 3
7	February 24	ASSESSING GLOBAL MARKET OPPORTUNITIES 7.1 Economic Development and the Americas	9,10,11	Group Work: Project Mini-Presentation 4

Week	Date.	Topic	Chapter	Assignments and Activities
		7.2 Europe, Africa, and the Middle East 7.3 The Asia Pacific Region		
8	March 3	8.Midterm Exam	3:00-5:00 pm	
9	March 10	9.GLOBAL TRADING SIMULATION		In Class Activity/ Group Work: Project Mini-Presentation 5
10	March 17	DEVELOPING GLOBAL MARKETING STRATEGIES 10. Global Marketing Management: Planning and Organization	12	Group Work: Project Mini-Presentation 6
11	March 24	DEVELOPING GLOBAL MARKETING STRATEGIES 11. Products and Services for Consumers	13	Group Work: Project Mini-Presentation 7
12	March 31	DEVELOPING GLOBAL MARKETING STRATEGIES 12. International Marketing Channels	15	Group Work: Project Mini-Presentation 8
13	April 7	DEVELOPING GLOBAL MARKETING STRATEGIES	16	Group Work: Project Mini-Presentation 9

Week	Date.	Topic	Chapter	Assignments and Activities
		13. Integrated Communications and International Advertising		
14	April 21	DEVELOPING GLOBAL MARKETING STRATEGIES 14.1 Personal Selling and Sales Management 14.2 Pricing for International Markets	18	Group Work: Project Mini-Presentation 10
15	April 28	15. Group Consultation Session		Group Consultation for Project Work
16	May 5	16.. Final Project Presentation	All groups presentation	Final Project Presentations
17	May 19	17. Final Exam	1:30 – 4:30 pm	Project Booklet Due Peer Evaluation Due

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period