

## Course Outline

### **MK 333/ MK326 International Marketing**

Semester 2/2019 (January 13 – May 10, 2020)

**Number of credits:** 3 credits (3-0-6)  
**Lecture Time:** Tuesdays, 2.00 – 5.00 pm  
**Lecture Venue:** Room 202, Faculty of Economics

**Instructor:** Suwalya Khemvaraporn  
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No: (081) 842-2043

**Prerequisite:** Curriculum 56: MK 201  
Curriculum 61: MK 201

#### **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 a 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,
4. 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.

**Assessment:**

Midterm Exam	20% (March 3, 2020)
Final Exam	30% (May 12, 2020)

Project Term Paper & Presentation 30%

*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 summer session via project mini presentations. The final presentation of approximately 20 mins. will take place on the last day of class. The booklet will be due on the day of the final Exam.*

Individual Reading and Assignment (Smart Book) 10%

*Note: Individual LS Reading and Assignments ( both individual and group) are submitted and monitored from online date retrieved from the Smart Book which on first day of class all students are required to attend the Smart Book Application Training and registration.*

Class Participation and Attendance 10%

*Note: Participation includes attendance, discussions (including Assigned Presentations) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.*

**Required Text:**

Phiip R.Cateora, R.Bruce Money, Mary C. Gilly and John L.Graham, International Marketimg (2020)

18th Edition, McGraw-Hill Education, New York, ISBN: 978-1-260-54787-0

**Supplementary Reading:**

All International 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 needs to be turned in on time in the Smart Book. 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 lates equals 1 absent and 4 absents you are not allowed to take the final exam.

**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**

<b>Week</b>	<b>Date.</b>	<b>Topic</b>	<b>Chapter</b>	<b>Assignments and Activities</b>
1	January 14	<b>1.1 Smart Book Training</b> <b>1.2 Class Introduction</b> Review Syllabus  Expectations  <b>1.3 AN OVERVIEW: The Scope and Challenge of International Marketing</b>	1	<b>Group Work:</b>  Group Formation,  Introduction, in class Exercise  <b>LS Individual Reading &amp; Assignment Week1</b>

2	January 21	<p><b>AN OVERVIEW:</b></p> <p><b>2.1 The Scope and Challenge of International Marketing</b></p> <p><b>2.2 The Dynamic Environment of International Trade</b></p>	1,2	<p><b>Group Work:</b></p> <p>Project Mini-Presentation 1: Chosen</p> <p>Country to develop Business</p> <p><b>LS Individual Reading &amp; Assignment Week 2</b></p>
3	January 28	<p><b>THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS</b></p> <p><b>3.1 History and Geography: The Foundation of Culture</b></p> <p><b>3.2 Cultural Dynamics in Assessing Global Markets</b></p> <p><b>3.3 Culture, Management Style and Business Systems</b></p>	3,4,5	<p><b>Group Work:</b></p> <p>Project Mini-Presentation 1:  Chosen Country to Develop Business</p> <p><b>LS Individual Reading &amp; Assignment Week 3</b></p>
4	February 4	<p><b>THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS</b></p> <p><b>4.1 The Political Environment:  A Critical Concern</b></p> <p><b>4.2 The International Legal Environment: Playing by the Rules</b></p>	6,7	<p><b>LS Individual Reading &amp; Assignment Week 4</b></p>
5	February 11	<p><b>ASSESSING GLOBAL MARKET OPPORTUNITIES</b></p> <p><b>5.1 Developing a Global Vision through Marketing Research</b></p>	8	<p><b>Group Work:</b></p> <p>Project Mini-Presentation 2</p> <p><b>LS Individual Reading &amp; Assignment Week 5</b></p>

6	February 18	<b>ASSESSING GLOBAL MARKET OPPORTUNITIES</b>  <b>6.1 Economic Development and the Americas</b> <b>6.2 Europe, Africa, and the Middle East</b>	9,10	<b>Group Work:</b> Project Mini-Presentation 3  <b>LS Individual Reading &amp; Assignment Week 6</b>
7	February 25	<b>ASSESSING GLOBAL MARKET OPPORTUNITIES</b>  <b>7. The Asia Pacific Region</b>	11	<b>Group Work:</b> Project Mini-Presentation 4  <b>LS Individual Reading &amp; Assignment Week 7</b>
8	March 3	<b>8. Midterm Exam</b>	3:00-5:00 pm	
9	March 10	<b>DEVELOPING GLOBAL MARKETING STRATEGIES</b>  <b>9. Global Marketing Management: Planning and Organization</b>	12	<b>LS Individual Reading &amp; Assignment Week 9</b>
10	March 17	<b>DEVELOPING GLOBAL MARKETING STRATEGIES</b>  <b>10. Products and Services for Consumers</b>	13	<b>Group Work:</b> Project Mini-Presentation 5  <b>LS Individual Reading &amp; Assignment Week 10</b>

11	March 24	<p><b>DEVELOPING GLOBAL MARKETING STRATEGIES</b></p> <p><b>11. Products and Services for Businesses</b></p>	14	<p><b>Group Work:</b></p> <p>Project Mini-Presentation 6</p> <p><b>LS Individual Reading &amp; Assignment Week 11</b></p>
12	March 31	<p><b>DEVELOPING GLOBAL MARKETING STRATEGIES</b></p> <p><b>12. International Marketing Channels</b></p>	15	<p><b>LS Individual Reading &amp; Assignment Week 12</b></p>
13	March 7	<p><b>DEVELOPING GLOBAL MARKETING STRATEGIES</b></p> <p><b>13. Integrated Communications and International Advertising</b></p>	16	<p><b>Group Work:</b></p> <p>Project Mini- Presentation 7</p> <p><b>LS Individual Reading &amp; Assignment Week 13</b></p>
14	April 21	<p><b>DEVELOPING GLOBAL MARKETING STRATEGIES</b></p> <p><b>14.1 Personal Selling and Sales Management</b></p> <p><b>14.2 Pricing for International Markets</b></p>	17,18	<p><b>LS Individual Reading &amp; Assignment Week 14</b></p>
15	April 28	<p><b>IMPLEMENTING GLOBAL MARKETING STRATEGIES</b></p> <p><b>15. Inventive Negotiations and International Customers, Partners and Regulators</b></p>	19	<p><b>Group Work:</b></p> <p>Project Mini-Presentations 8</p> <p><b>LS Individual Reading &amp; Assignment Week 15</b></p>

16	May 5	<b>16. Final Project Presentation</b>	All groups present	
17	May 12	<b>17. Final Exam</b>	9:00 am– 12:00 pm	Project Booklet Due Peer Evaluation Due

## ACADEMIC CALENDAR & HOLIDAY

**Semester 2/2019**

**(January 13 – May 9, 2020)**

Activities	Time Period
Classes Begin	January 13, 2020
Add-drop period	January 13 - 27, 2020
Tuition payment period	January 13 - 28, 2020
<i>Makha Bucha Day*</i>	<i>February 8, 2020</i>
<i>Substitution for Makha Bucha Day*</i>	<i>February 10, 2020</i>
Mid-term Examination Period	March 2 – 7, 2020
Withdrawal period with “W” on record	March 18 – 23, 2020
<i>Chakri Memorial Day*</i>	<i>April 6, 2020</i>
<i>Songkran Festival Day*</i>	<i>April 12 - 18, 2020</i>
<i>Coronation Day*</i>	<i>May 4, 2020</i>
<i>Visakha Bucha Day*</i>	<i>May 6, 2020</i>
<i>Royal Ploughing Ceremony Day*</i>	<i>May 11, 2020</i>
Last day of class for Semester 2/2019	May 9, 2020
Final exam period	May 11 – 22, 2020

\* Holiday, No classes during this period

### CONTACT INFORMATION

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