



Course Outline

MK326 International Marketing

Semester 2/2025 (January 5 - May 2, 2026)

Lecture Time: Tuesdays, 13:00 - 16:00 hrs

Lecture Venue: Room 201, B.E. Faculty

Teaching Materials Platform: Facebook Group: MK326_Semester 2/2025_ Ajarn Suwalya

Instructor:

Name: Ajarn Suwalya Khemvaraporn

Email: suwalya@econ.tu.ac.th

Office Hours: 9:00 – 17:00 hrs.

Phone: 081-842-2043

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

Prerequisite: 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 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 a strong foundation, 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, presentation and teamwork, skills needed to succeed in the corporate world.

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, February 24th, 2026, at 15:00-17:00 hrs.**

Final Exam **30%** **Tuesday May 12th, 2026 at 13:30 – 16:30 hrs.**

1. Group Project Presentation Assessment (35% Total)

The Group Project Presentation constitutes 35% of your final grade for this course.

1.1 Project Overview and Development

The project begins on the first day of class with the formation of project teams. Throughout the semester, teams are required to incorporate theories, concepts, models, and other relevant information (such as facts, figures, and external source data) into their analysis for the Group Project Presentations.

The assessment of the group's work progress will be gradually developed over the semester through a series of project mini-presentations.

1.2 Grading Breakdown

The 35% Group Project grade is broken down into two components:

- Project Mini-Presentations: These will contribute 15% of the group project grade, assessing your ongoing progress and application of course material.
- Final Project Presentation: This comprehensive presentation will contribute the remaining 20% of the group project grade.

1.3 Final Presentation Details

The Final Project Presentation will take place on the last day of class.

- Duration: The presentation will be approximately 20–30 minutes (to be confirmed/TBC).
- Attendance: All students must attend the day of the final project presentation

2. Attendance, Participation, and Individual Assignments (15% Total)

This component of your final grade is broken down into two parts:

2.1. Attendance and Class Participation (10%):

This portion assesses your engagement in all classroom activities, including open discussions, brainstorming sessions on marketing cases and business issues, assigned group work, and in-class workshops. Active and meaningful contribution is expected throughout the semester.

2.2 Individual Assignments - including Company Visit and Inspirational Sharing Sessions (5%):

These assignments, contributing 5% of your grade, will be distributed throughout the semester to evaluate your understanding of the various topics and concepts discussed in class.

2.2.1 Company Visit and Inspirational Sharing Sessions:

A company visit is scheduled for one session with Inspirational Sharing sessions throughout the semester. All students are required to attend to gain deeper understanding of International Marketing practices executed in Multinational Corporations (Date TBC)

3. Project Participation and Peer Evaluation Policy

Peer evaluation results will be taken seriously and directly impact your final project scores.

This course requires strong individual and group participation to achieve successful project results. Consequently, your scores for both the group project and your individual and team participation will be adjusted based on the degree of your participation, as assessed through peer evaluation.

Key Requirement: Timely Submission

- Students who fail to submit the peer evaluation on time will automatically receive zero points for the team participation component (5% of the total grade).

Further details regarding this policy will be discussed in class.

4. Additional Student Guidelines:

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.

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.**

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.	
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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.	<p>Students will be creating impactful international business presentations and reports by achieving the following Assessment Criteria</p> <ul style="list-style-type: none"> • 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 outcome

Learning Management and Evaluation:

CLO	Learning Management	Evaluation
<p>CLO 1:K2, S3, C2</p> <p>To provide students a strong foundation, and an in-depth understanding of International Marketing in both theory and practice.</p>	<ul style="list-style-type: none"> • Lecture • Case Study • In-class Workshop 	<ul style="list-style-type: none"> • Class Presentation and Q&A • Midterm Examination • Final Examination • Mini-Projects • Final Project
<p>CLO 2: :K2, S3, S5, C2</p> <p>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.</p>	<ul style="list-style-type: none"> • Class Assignments • Case Studies • Group Discussions • In- class Workshops • Company Visit 	<ul style="list-style-type: none"> • Class Participation • Case Study analysis • Sharing Session • Class Presentations and Q&A • Final Exam
<p>CLO 3: : K2, S3, S5, S7, E2, C2</p> <p>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, presentation and teamwork, skills needed to succeed in the corporate world.</p>	<ul style="list-style-type: none"> • Lecture • Class Assignments • In -class Workshops • Company Visit 	<ul style="list-style-type: none"> • Class Presentation and Q&A • Sharing Session • Class Participation

Learning Assessment Plan

CLO	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
CLO 1	<ul style="list-style-type: none"> • Class Presentation and Q&A • Midterm Examination • Final Examination • Mini-Projects 	<ul style="list-style-type: none"> • 2-15 • 8 • 16 • 1-13 	<ul style="list-style-type: none"> • 15% • 20% • 30% • 15%

	<ul style="list-style-type: none"> • Final Project 	<ul style="list-style-type: none"> • 14-15 	<ul style="list-style-type: none"> • 20%
CLO 2	<ul style="list-style-type: none"> • Class Participation • Case Study analysis • Sharing Session • Class Presentations and Q&A • Final Exam 	<ul style="list-style-type: none"> • 1 -15 • 2-15 • 1-15 • 2-15 • 16 	<ul style="list-style-type: none"> • 10% • 10% • 10% • 20% • 50%
CLO 3	<ul style="list-style-type: none"> • Class Presentation and Q&A • Sharing Session • Class Participation 	<ul style="list-style-type: none"> • 2-15 • 1-15 • 1-15 	<ul style="list-style-type: none"> • 60% • 20% • 20%

Course Plan **MK326**

Week	Date	Topic	Chapter	Assignments and Activities
1	January 6	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 13	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 20	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	January 27	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 4. Culture, Management Style and Business Systems	5	Group Work: Project Mini-Presentation 2
5	February 3	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 10	ASSESSING GLOBAL MARKET OPPORTUNITIES 6. Developing a Global Vision through Marketing Research	8	Group Work: Project Mini-Presentation 3
7	February 17	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	February 24	Midterm Exam		15:00 -17:00 hrs.

8	March 3 (Holiday – Make-up class TBC)	8. COMPANY VISIT 		Class Activity/ Group Work: Project Mini-Presentation 5
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9	March 10	DEVELOPING GLOBAL MARKETING STRATEGIES 9. Global Marketing Management: Planning and Organization	12	Group Work: Project Mini- Presentation 6
10	March 17	DEVELOPING GLOBAL MARKETING STRATEGIES 10. Products and Services for Consumers	13	Group Work: Project Mini- Presentation 7
11	March 24	DEVELOPING GLOBAL MARKETING STRATEGIES 11. International Marketing Channels	15	Group Work: Project Mini- Presentation 8
12	March 31	DEVELOPING GLOBAL MARKETING STRATEGIES 12. Integrated Communications and International Advertising	16	Group Work: Project Mini- Presentation 9

13	April 7	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	April 21	Day 1: Final Project Presentation	Group to Present	Final Project Presentation

15	April 28	Day 2: Final Project Presentation	Groups to Present	Final Project Presentations
EXAM	Tuesday May 12	Final Exam		13:30 - 16:30 hrs. Peer Evaluation due May 11th, 2026

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.