



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 361 International Marketing

Semester:	Summer/2011 (June 5 – July 27, 2012)
Instructor:	Dr. Daniel G. Fuchs E-mails: daniel.fuc@mahidol.ac.th or danielf@truemail.co.th
Lecture Time:	Wednesdays and Fridays, 13.00 – 16.00 hrs.
Office hour:	With prior appointment only at the faculty Lounge, Faculty of Economics.
Lecture Venue:	Room 203, 2 nd Floor, Faculty of Economics

Course objectives:

After completion of this course students should be proficient and have sound basic knowledge of all related international marketing functions, as well as a understanding of market differences based upon geographic location.

Prerequisites:

MK 201 or MK 202

Evaluation:

Attendance and Punctuality	10%
Group Case Study	30%
Mid Term Individual Case Study	20%
Individual Case Study	10%
Final Examination	30% (Monday 30 th July, 2012, 09.00-12.00 hrs.)

Important Dates:

▪ Summer session begins	Jun. 5, 2012
▪ Adding or Dropping Course	Jun. 5 -11, 2012
▪ Mid-term Examination Period	Jun. 20-22, 2012
▪ Course Withdrawal with “W”	Jun. 27-29, 2012
▪ Last day of class	Jul. 27, 2012
▪ Final Examination Period	Jul. 30-31, 2012

Main Text: Marketing Management (12th ed.)

Pearson International Edition
Students do not need to each carry this book
But are highly encouraged to visit this book
In the Library

Literature: Various case studies integrated in to the course

**Cases used in
This Course:**

McDonalldization Individual case
Planet Ralph Group work exercise
Iran case study Mid term case study
Chrombach Final exam case study

**Specific Course Outline:
By Topic:**

1. Nature of International Marketing and Introduction
2. Company and Marketing Strategy Partnering to build customer relationships, intro to international economies and trade
3. The Marketing Environment
4. Managing Marketing Information and Culture
5. The Global Marketplace
6. Consumer Market and buyer behavior
7. Business Markets and Business buyer behavior
8. Segmentation, targeting and positioning
9. Products, services and branding strategies
10. New Product development and life cycle strategies
11. Pricing considerations and approaches
12. Marketing Channels and supply chain management
13. Retailing and Wholesaling
14. Integrated Marketing Communication strategy
15. Creating a competitive advantage
16. Marketing in the Digital age
17. Marketing Ethics and Social Responsibility
