

COURSE OUTLINE
MK 333/326 International Marketing

Semester: 2/2020 (January 20 – May 19, 2021)

Lecturer: Suwalya Khemvaraporn

E-mail: suwalya @ econ.tu.ac.th

Contact No: (081) 842-2043

Session Day and Time: Thursdays, 2:00 – 5:00 pm

Lecture Venue: Online learning platform: Zoom

Prerequisite: MK 201/202

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.

Assessment:

Midterm Exam 20% (March 11, 2021)

Final Exam 30% (June 4, 2021)

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 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 summer session via project mini presentations. The final presentation of approximately 15 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:

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 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.**
- In case of classes online, 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.

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 21	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: Group Formation, Introduction, in class exercise LS Individual Reading & Assignment Week 1
2	January 28	2.1 The Scope and Challenge of International Marketing 2.2 The Dynamic Environment of International Trade	1,2,3	Group Work: Project Mini-Presentation 1: Chosen Country to develop Business LS Individual Reading & Assignment Week 2
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 3.3 Culture, Management Style and Business Systems	4	Group Work: Project Mini-Presentation 1: Chosen Country to Develop Business LS Individual Reading & Assignment Week 3
4	February 11	THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS 4.1 The Political Environment: A Critical Concern 4.2 The International Legal Environment: Playing by the Rules	5	LS Individual Reading & Assignment Week 4
5	February 18	ASSESSING GLOBAL MARKET OPPORTUNITIES	6	Group Work: Project Mini-Presentation 2 LS Individual Reading & Assignment Week 5

		5.1 Developing a Global Vision through Marketing Research		
6	February 25	ASSESSING GLOBAL MARKET OPPORTUNITIES 6.1 Economic Development and the Americas 6.2 Europe, Africa, and the Middle East	7	Group Work: Project Mini-Presentation 3 LS Individual Reading& Assignment Week 6
7	March 4	ASSESSING GLOBAL MARKET OPPORTUNITIES 7. The Asia Pacific Region	8	Group Work: Project Mini-Presentation 4 LS Individual Reading& Assignment Week 7
8	March 11	8.Midterm Exam	3:00-5:00 pm	
9	March 18	DEVELOPING GLOBAL MARKETING STRATEGIES 9. Global Marketing Management: Planning and Organization	9,10	LS Individual Reading& Assignment Week 9
10	March 25	DEVELOPING GLOBAL MARKETING STRATEGIES 10. Products and Services for Consumers	11	Group Work: Project Mini-Presentation 5 LS Individual Reading& Assignment Week 10
11	April 1	DEVELOPING GLOBAL MARKETING STRATEGIES 11. Products and Services for Businesses	12	Group Work: Project Mini-Presentation 6 LS Individual Reading& Assignment Week 11
12	April 8	DEVELOPING GLOBAL MARKETING STRATEGIES 12. International Marketing Channels	13,14	LS Individual Reading& Assignment Week 12

13	April 22	DEVELOPING GLOBAL MARKETING STRATEGIES 13. Integrated Communications and International Advertising	15	Group Work: Project Mini-Presentation 7 LS Individual Reading & Assignment Week 13
14	April 29	DEVELOPING GLOBAL MARKETING STRATEGIES 14.1 Personal Selling and Sales Management 14.2 Pricing for International Markets	16,17	LS Individual Reading & Assignment Week 14
15	May 6	IMPLEMENTING GLOBAL MARKETING STRATEGIES 15. Inventive Negotiations and International Customers, Partners and Regulators	18	Group Work: Project Mini-Presentations 8 LS Individual Reading & Assignment Week 15
16	May 13	16.. Final Project Presentation	All groups present	Group Presentations
17	June 4	17. Final Exam	1:30 – 4:30 pm	Project Booklet Due Peer Evaluation Due

ACADEMIC CALENDAR & HOLIDAY

Semester 2/2020

(January 20 – May 19, 2021)

Activities	Time Period
Classes Begin	January 20, 2021
Add-drop period	January 25 - 29, 2021
Tuition payment period	January 30 - February 2, 2021
<i>Makha Bucha Day*</i>	<i>February 26, 2021</i>
Mid-term Examination Period	March 10 - 16, 2021
Withdrawal period with "W" on record	March 24 - May 6, 2021
<i>Chakri Memorial Day*</i>	<i>April 6, 2021</i>
<i>Songkran Day Festival*</i>	<i>April 12 - 18, 2021</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>April 26, 2021</i>
<i>Coronation Day*</i>	<i>May 4, 2021</i>
<i>Royal Ploughing Ceremony Day*</i>	<i>May 11, 2021</i>
Last day of class	Wed, May 19, 2021
Final exam period	May 20 - June 5, 2021
<i>Visakha Bucha Day*</i>	<i>May 26, 2021</i>
<i>Queen Suthida's Birthday*</i>	<i>June 3, 2021</i>

** Public Holiday, No classes during this period*