

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 4470-3
International Marketing (3,0,0)**

Calendar Description

Students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; history and geography and its effect on culture; cultural dynamics in assessing global markets; culture, management style and business systems; the political environment; assessing global market opportunities in the Americas, Europe, Africa, Middle East, and Asia Pacific Region; planning for global market entry; products and services for international consumers; products and services for international businesses; and international marketing channels.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Discuss the benefits of international markets and the importance of global awareness as well as the self-reference criterion (SRC) in international marketing.
2. Describe how history, geography, and culture influence international marketing.
3. Analyze culture's effect on international marketing.
4. Appraise the impact of cultural borrowing.
5. Distinguish between relationship-oriented and information-oriented culture.
6. Debate the importance of political systems to international marketing and their effect on foreign investment.
7. Explain how political and economic changes affect global marketing.
8. Discuss the importance of time zones to trade relations and marketing operations.
9. Analyze the strategic implications for international marketing as well as the interrelationships among countries in an economic union.
10. Appraise the importance of the Bottom-of-the-Pyramid Markets (BOPMs).
11. Differentiate between global and international marketing management.
12. Critique the importance of international strategic alliance.
13. Describe the importance of offering a product suitable for the intended market; the importance of quality and how quality is defined; and the country-of-origin effects on product image.
14. Appreciate the importance of derived demand and relationship marketing in industrial markets.
15. Describe the different distribution channels and how they affect cost and efficiency.
16. Discuss the functions, advantages and disadvantages of various kinds of middlemen.

Prerequisites

MKTG 2430 or MKTG 3430; IBUS 3510

Texts/Materials

Cateora, P. R., Gilly, M. C., & Graham, J. L. International Marketing, Canadian Edition, McGraw-Hill Ryerson Higher Education.

Student Evaluation

Midterms	20-50%
Quizzes	0-10%
Participation/attendance	0-10%
Case studies/research projects/assignments	20-40%
Major project	0-30%
Final exam	0-35%

Course Topics

1. Overview of International Marketing

- Global perspective: Global commerce causes peace
- International marketing definition
- International marketing task
 - Marketing decision factors
 - Aspects of the domestic environment
 - Aspects of the foreign environment
- Environmental adaptation needed
- Self-reference criterion & ethnocentrism : Major obstacles
- Developing a global awareness
- Stages of international marketing involvement
- Orientation of international marketing

2. History and Geography and its Effect on Culture

- Historical perspective in global business
- Geography & global markets
 - Climate & topography
 - Geography, nature, & economic growth
 - Social responsibility & environmental management
 - Resources
- Dynamics of global population
- World trade routes
- Communication links

3. Cultural Dynamics in Assessing Global Markets

- Culture's pervasive impact

- Definitions & origins of
 - Culture
 - Geography
 - History
 - The political economy
 - Technology
 - Social institutions
- Elements of culture
 - Cultural values
 - Rituals
 - Symbols
 - Beliefs
 - Thought processes
 - Cultural sensitivity & tolerance
- Cultural change
 - Cultural borrowing
 - Similarities: An illusion
 - Resistance to change
 - Planned & unplanned cultural change

4. Culture, Management Style, and Business Systems

- Required adaptation
 - Degree of adaptation
 - Imperative, electives, and exclusives
- Impact of American culture on management style
- Management styles around the world
 - Authority & decision making
 - Management objectives & aspiration
 - Communication styles
 - Formality & tempo
 - P-Time vs M-Time
 - Negotiations emphasis
 - Marketing orientation
- Gender bias in international business
- Business ethics
 - Corruption defined
 - The Western focus on bribery
 - Bribery: variations on a theme
 - Ethical & socially responsible decisions
 - Culture's influence on strategic thinking
 - Synthesis: Relationship-oriented vs. information oriented cultures

5. Political Environment

- The sovereignty of nations
- Stability of government
 - Policies

- Forms of government
- Political parties
- Nationalism
- Trade disputes
- Political risks of global business
 - Confiscation, expropriation, & domestication
 - Economic risks
 - Political sanctions
 - Political & social activists and nongovernmental organizations
 - Violence, terrorism, and war
- Assessing political vulnerability
 - Politically sensitive products & issues
 - Forecasting political risk
- Lessening political vulnerability
 - Joint ventures
 - Expanding the investment base
 - Licensing
 - Planned domestication
 - Political bargaining
 - Political payoffs
- Government encouragement

6. Assessing Global Market Opportunities in the Americas

- Marketing & economic development
- Marketing in a developing country
- Big emerging markets (BEMs)
- The regional market integration trade associations
- Strategic implications for marketing

7. Assessing Global Markets in Europe, Africa, and the Middle East

- Patterns of multinational cooperation
- Global markets & multinational market groups
- European Union
- Implications of market integration
 - Strategic implications
 - Market metrics
 - Marketing mix implications

8. Assessing Global Markets in the Asia Pacific Region

- Dynamic growth in the Asia Pacific Region
 - The Greater China
 - Japan
 - India
 - The Four “Asian Tigers”
 - Vietnam
 - Bottom-of-the-Pyramid Markets (BOPMs)

- Market metrics
- Asia Pacific Trade Associations
- A focus on diversity within China

9. Planning for Global Market Entry

- Planning for global markets
 - Company objectives & resources
 - International commitment
 - The planning process
- Alternative market-entry
 - Strategies
 - Exporting
 - Contractual agreements
 - Strategic international alliances
 - Direct foreign investment
- Organizing for global competition
 - Locus of decision
 - Centralized vs decentralized organizations

10. Products & Services for Consumers (B2C)

- Quality
 - Quality defined
 - Maintaining quality
 - Physical or mandatory requirements & adaptation
 - Green marketing & product development
- Products and culture
 - Innovative products & adaptation
 - Diffusion of innovations
 - Production of innovations
- Analyzing product components for adaptation
 - Adaptation
 - Core component
 - Packaging component
 - Support services component
- Marketing consumer services globally
- Brands in international markets
 - Global brands
 - National brands
 - Country-of-origin effect and global brands
 - Private brands

11. Products & Services for Businesses (B2B)

- Demand in global business-to-business (B2B) markets
 - The volatility of industrial demand
 - Stages of economic development
 - Technology and market demand

- Quality & global standards
 - Quality is defined by the buyer
 - ISO-9000 certification: An international standard of quality
- Business services
 - After-sale services
 - Other business services
- Trade shows: A crucial part of B2B marketing
- Relationship marketing in B2B contexts

12. International Marketing Channels

- Channel-of-distribution structures
 - Import-oriented distribution structure
 - Japanese distribution structure
 - Trends: from traditional to modern channel structures
- Distribution patterns
 - Retail patterns
- Alternative middlemen choices
 - Home-country middlemen
 - Foreign-country middlemen
- Factors affecting choice of channels
 - Channels
 - Capital requirements
 - Control
 - Coverage
 - Character
 - Continuity
- Channel management
- The Internet
- Logistics

Methods for Prior Learning Assessment and Recognition

As per TRU policy.

Attendance Requirements – Include if different from TRU Policy

As per TRU policy.

Special Course Activities – Optional

Use of Technology – Optional