



University of Shanghai for Science and Technology

Course Syllabus

Course Title: International Marketing

Course Number: 2415

Semester: Fall 2022

Total Contact Hours: 56 Hours

Instructor: TBA

Credits: 4

Email: TBA

Class Schedule: TBA

Office Location: TBA

Course Prerequisite(s): 1450 Introduction to Marketing; 2410 Marketing Management

Course Description: This course designed to introduce students to the marketing practices of companies seeking market opportunities, and to raise their awareness about the importance of viewing marketing management strategies from a global perspective. Students will learn to plan effectively for the marketing of consumer and business needs and wants on an international level. Special emphasis will be placed on cultural and environmental aspects of international trade, and integration of culture and marketing functions.

Required Textbook: *International Marketing*, by Philip Cateora, Mary Gilly, John Graham, McGraw-Hill/Irwin, 15th Ed.

Learning Outcomes: *After completing this course, students will able to*

- Analyze the environmental variables that influence international marketing;
- Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints;
- Explore the “internationalization process of the firm” from the perspective of the evolution of international marketing channels;
- Identifying international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.

Homework Assignments:

- The assignments will be posted on the course web page at least one week before the due date.
- The due dates of the assignments will be also indicated by the instructor.
- Late homework is not accepted.

Grading Evaluation:

EXAMS	PERCENT	GRADE	PERCENTAGE
3 Essays	30%	A+	96-100
2 Quizzes	20%	A	90-95
Midterm Exam	20%	A-	85-89
Final Exam	30%	B+	82-84
Total	100%	B	78-81
		B-	75-77
		C+	71-74
		C	66-70
		C-	62-65
		D	60-61
		F	< 60

Course Outline:

Class Number	Topics
1	The Scope and Challenge of International Marketing
2	The Dynamic Environment of International Trade
3	History and Geography: The Foundations of Culture
4	Cultural Dynamics in Assessing Global Markets Essay 1
5	The International Legal Environment: Playing by the Rules
6	Developing a Global Vision through Marketing Research Quiz 1
7	Global Marketing Management: Planning and Organization
8	Products and Services for Businesses
9	International Marketing Channels
10	Personal Selling and Sales Management
11	Midterm Exam

12	The Cultural Environment of Global Marketing
13	Cultural Norms, Fair & Lovely, and Advertising Essay 2
14	When International Buyers and Sellers Disagree
15	Assessing Global Market Opportunities
16	Marketing to the Bottom of the Pyramid
17	Continued Growth for Zara and Inditex Quiz 2
18	Starnes-Brenner Machine Tool Company: To Bribe or Not to Bribe?
19	Developing Global Marketing Strategies
20	Global Perspective
21	Patterns of Consumption Essay 3
22	The Changing Profile of the Global Manager
23	Foreign-Language Skills
24	Final Exam

Attending Policy: Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on “Late Withdrawals”: In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

Academic Honesty: University of Shanghai for Science and Technology expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations: Students are expected to

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;

- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance: Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.