



CIEE St. Petersburg, Russia

Course title:	International Marketing
Course code:	(GI) MKTG 3001 SPRU
Programs offering course:	Summer Russian Area Studies
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Summer Session II 2020

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Evaluate impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Instruction will be supported by original and secondary materials, and will include films and case studies. The main classroom activity is discussion, initiated by short lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including the term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to the host environment will be illustrated with a business site visit to at least one local company that represents a global brand.

Assessment and Final Grade

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|---------------------|-----|
| 1. Annotated Census | 10% |
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2.	Case Study presentations	20%
3.	Midterm Exam	20%
4.	Research Project	30%
5.	Participation	20%
	TOTAL	100%

Course Requirements

Annotated Census

Students will create an annotated census of marketing strategies which impacted intercultural sensitives. The census should be 750 words in length and comprise at least 10 marketing campaigns with annotation succinctly outlining how the campaign impacted intercultural sensitives.

Case Study presentations

Students are required to present a comparative SWOT analyses of two marketing campaigns. These marketing campaigns can be entirely based in the host country environment, or global campaigns, or a mixture of the two. The presentations will be 7 minutes in length, with 3 minutes for peer Q&A and feedback.

Midterm Exam

The exam is designed to assess student comprehension and ability to articulate core concepts related to international marketing. In the exam students will answer three essay based questions relating to topics covered in the class up to the exams. The exam will be a take home, open book exam.

Research Project

A 2500-word research-based marketing plan, which will investigate and assess a marketing strategy from a multinational corporation in the host country environment, and propose a new marketing plan based upon the strengths, weaknesses, opportunities, and threats as identified during the analysis of the original marketing strategy. The topic of this marketing plan has to be approved by the instructor. Original source materials, photographs, illustrations must be utilized.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance

Regular class attendance is required throughout the program, and absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.



Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Minimum Penalty</i>
Up to 10%	Participation graded as per class requirements
10 – 20%	Participation graded as per class requirements; Grade penalty and written warning
More than 20%	Automatic course failure , and possible expulsion

N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

Weekly Schedule

Week 1

Class 1.1 The Challenges and Opportunities of International Marketing

This class will cover the core concepts in terms of the course and the global environmental drivers of how businesses are marketed and evaluated.

Readings:

- Chicago Humanities Festival. (2012). Introduction to Marketing by Philip Kotler [YouTube Video]. Retrieved from: <https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>
- Gandellini, G. (2010). Key Concepts in Marketing and International Marketing. Retrieved at: [http://www.confindustria.pu.it/\\$file/_id1/20/_id2/0000008326.pdf](http://www.confindustria.pu.it/$file/_id1/20/_id2/0000008326.pdf)

Class 1.2 Marketing for a Local (national) Versus a Global (multinational) Audience

This class will discuss key factors that go into and distinguish both International trade frameworks and policies.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 1-2, 10th Ed. Mason: South-Western College.
- Smartling. (n.d.). International Marketing – Comprehensive Guide. Retrieved at: <https://www.smartling.com/international-marketing/>

Class 1.3 The International Marketing Imperative

In this class students will explore and evaluate the international marketing plan. The role of culture will also be considered and discussed at length.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 3-4, 10th Ed. Mason: South-Western College.

Annotated Census Due

Week 2

Class 2.1 Leveraging in International Marketing

The focus of this class will be on the analysis of resources and capabilities. Students will also discuss the current economic environment and the impact of this environment on leveraging in the international market.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 8, 10th Ed. Mason: South-Western College.

Class The Political and Legal Environment
2.2

Consumer, industrial, and government markets will be the focus of this class. Students will engage with a guest speaker to articulate the complexities of the host country context, and the impact on marketing.

Reading:

- Czinkota, M., & Ronkainen, I. (2013). International Marketing. Ch. 5, 10th Ed. Mason: South-Western College.

Case:

- Pan, Y. (2005). Marketing Across Cultures: A Case Study of IKEA Shanghai (Master's Thesis). Retrieved from: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=132441>



Class 2.3 The International Marketing Environment

Students will explore and be involved in strategic planning. Students will undertake a visit as a class to an international business in the host environment paying specific attention to its marketing strategies for international markets and international environmental challenges for a local business.

Readings:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 6-7, 10th Ed. Mason: South-Western College.

Class 2.4 Analyzing People and Markets

Market entry and expansion will be the focus of this class. Students will be involved in developing expert groups around the topics discussed to date in order to review notes, readings, and articles to prepare peer feedback for the case study presentations in the latter part of the class.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 9, 10th Ed. Mason: South-Western College.

Due Date for Case Study Presentations

Week 3

Class 3.1 Key Analysis

Microenvironment: industry and competition analysis is discussed. Students will also explore concepts around microenvironment with regards to market and consumer analysis.

Marketing organization, implementation, and control is also explored in detail.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 10, 10th Ed. Mason: South-Western College.

Class 3.2 SWOT Analysis

Students are involved in analysing product management and global brands using the SWAT strategy.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 12-13, 10th Ed. Mason: South-Western College.

Class 3.3 Advertising, Promotion, and Sales

Pricing strategies and tactics are discussed in this class. Examples from various businesses are compared and critiqued.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 13-14, 10th Ed. Mason: South-Western College.
- Berasategui, L., Pares, F. & Renart, L. G. (2004). Imaginarium. Harvard Business Review. Retrieved at: <https://hbr.org/product/imaginarium/IES155-PDF-ENG>

Class 3.4 International Marketing Strategies

Global distribution and logistics is discussed in the class. Target market entry decisions are also explored and the impact of meeting targets on business growth.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 15, 10th Ed. Mason: South-Western College.

Due Date for Mid Term Exam

Week 4

Class 4.1 Joint Ventures and Alliances

Class will undertake a site visit as a co-curricular activity. They will visit an international business in the host environment with specific attention to its marketing strategies for international markets and international environmental challenges for a local business.

Class 4.2 Social Networks and Communication

The strategies adopted in the case are discussed in terms of understanding the reasons for company's failure in the past. The role of social media and technology in the outcomes of market share, profits and reputation are discussed. Various social network communication strategies for retail businesses are also explored.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 16, 10th Ed. Mason: South-Western College.

Case:

- Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business Globally, Journal of Management 5(4), pp 1-8.

Class 4.3 Going to the Global Market: Product, Promotion, Price and Place

In this class students will discuss the role of leadership, corporate social responsibility and sustainability.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 17-18, 10th Ed. Mason: South-Western College.
- Jobber, D. & Ellis-Chadwick, F. (2013). Principles and Practice of Marketing. 7th edition, McGraw Hill.

Case:

- American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

Class 4.4 New Directions and Challenges

A well rounded perspective on the challenges of connecting a business globally are discussed in terms of history, geography language and religion in addition to the complex economic and business approach in and across countries.

Reading:

- Graham, J., Cateora, P., & Gilly, M. (2012). International Marketing. 16th Ed., McGraw-Hill Education: USA.

Due Date for Submission of the Final Project

Course Materials

Readings

- Berasategui, L., Pares, F. and Renart, L. G. (2004). Imaginarium. Harvard Business Review.
- Czinkota, M. & Ronkainen, I. (2013). International Marketing. 10th Ed. Mason: South-Western College.
- Doole, I. and Lowe, R. (2008). International Marketing Strategy, Fifth Edition. London: South-Western Cengage Learning.
- Graham, J., Cateora, P., & Gilly, M. (2012). International Marketing. McGraw-Hill Education.
- Jobber, D. & Ellis-Chadwick, F. (2013). Principles and Practice of Marketing. 7th edition, McGraw Hill.
- Kotler, P. T. and Keller, K. L. (2016) Marketing Management, 15th Edition, Pearson.
- Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business
- Globally, Journal of Management 5(4), pp 1-8.

Online Resources

- Alon, I. (2000). Marks and Spencer: A Case Study in International Retailing. Retrieved at: http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf
- American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

- Berasategui, L., Pares, F. and Renart, L. G. (2004). Imaginarium. Harvard Business Review.
- Chicago Humanities Festival. (2012, November 26) Introduction to marketing by Philip Kotler Blue Ocean. (n.d.). Blue Ocean Strategic Moves – JC Decaux. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/jcdecaux/>
- Blue Ocean. (n.d.). Blue Ocean Strategic Moves – Canon. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/canon/>
- [YouTube Video]. Retrieved from: <https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>
- Fleishman, H. (n.d.). 13 Businesses with Brilliant Global Marketing Strategies. Retrieved at: <https://blog.hubspot.com/blog/tabid/6307/bid/33857/10-Businesses-We-Admire-for-Brilliant-Global->
- Gandellini, G. (2010). Key concepts in marketing and international marketing. Retrieved at: [http://www.confindustria.pu.it/\\$file/_id1/20/_id2/0000008326.pdf](http://www.confindustria.pu.it/$file/_id1/20/_id2/0000008326.pdf)
- Neuez, S. (2003). Strategic Management – Nados International: Taking chicken to the world: (Master's Thesis). Retrieved at: http://sophie.neuez.free.fr/Rapports/Rapport_managt.pdf