

DETAILED COURSE SYLLABUS

(Decision of NEU.....,2019)

1. GENERAL INFORMATION

- <i>Title</i>	International Marketing
- <i>Course Number</i>	CLC-MKMA1108E
- <i>Specialized Education Courses</i>	
- <i>Number of credits:</i>	3
+ <i>Theoretical hours</i>	25
+ <i>Discussion and group work hours:</i>	15
- <i>Prerequisite</i>	Principles of Marketing

2. LECTURER'S INFORMATION

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Title: MSc

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3. COURSE DESCRIPTIONS

International marketing is considered as an important subject of the bachelor's program of Marketing Management, especially in the context of integration and globalization. The nature of international marketing is to consider and balance between the changes of the external environment factors with the policies of the corporate marketing mix on the international market.

International marketing executives are responsible for systematizing and implementation of the marketing policy in order to ensure alignment between the enterprise's ability to market and international environment to achieve its objectives.

It requires businesses to participate in the international market to launch a marketing program including: (i) the evaluation and selection of the market; (ii) determine the appropriate mode of operation and the establishment of policies of businesses for marketing on the international market. So, the understanding and application of international marketing activities needs to become a necessity for enterprises to participate in international markets.

4. LEARNING RESOURCES

Course book:

[1]. Philip Cateora, Mary Gilly, John Graham (2010), International Marketing, 15th Edition, MC Graw-Hill

Reference:

[2].Philip Kotler & Gary Armstrong (2010), Principles of Marketing, 13th (Global) Edition, Pearson Education.

[3].SevendHollensen (2007),Global Marketing, 4th Edition, Prentical Hall

5. COURSE GOALS

Goal	Goal Description	Program Learning Outcomes (PLO)	Capability Level
[1]	[2]	[3]	[4]
G1	Understand terms relating to international marketing	PLO 2.1.2	III
G2	Use knowledge to execute plan for international marketing	PLO 2.1.2	IV
G3	Have the ability to evaluate an international marketing plan in international environment	PLO 2.2.1	III
G4	Present aninternational marketing research or international marketing planto colleagues by English	PLO 2.5.1	III

6. COURSE LEARNING OUTCOMES

Table 6.1.Course learning outcomes

PLO	CLO	Description	Capacity level
[1]	[2]	[3]	[4]
PLO 2.1.2	CLO1.1.1	Describe terms relating to international marketing	IV
	CLO1.2.2	Apply marketing knowledge in international marketing	IV
	CLO1.2.3	Practice an international marketing plan	III
PLO 2.2.1	CLO2.3.1	Integrate an international marketing plan	IV
	CLO2.3.2	Explain how to evaluate an international marketing plan	IV
PLO 2.5.1	CLO 5.4.1	Present the marketing activities of enterprise in international market by English	III

	CLO 5.4.2	Present an international marketing Mix plan about foreign market by English	IV
	CLO5.4.3	Join discussions about an international marketing	III

7. COURSE ASSESSMENT

Table 7.1.Course assessment

Type of Assessment	Content	Week	CLO	Assessment criteria	Proportion (%)
[1]	[2]	[3]	[4]	[5]	[6]
Process Evaluation	Class attendance	Week 1,2,3,4,5,6,7,8,9,10	CLO1.1.1 CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Evaluating participation of students at class, learning attitude and teamwork	10%
Midterm Evaluation	Chapter 1: Overview of international Marketing	Week 1,2	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	10%
	Chapter 2: International marketing environment	Week 3	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	
	Chapter 3: Entry mode	Week 4,5	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	10%
	Chapter 4: Segmentation, targeting and positioning in international market	Week 6	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	
	Chapter 5: Product decisions	Week 7	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	
	Chapter 6: Pricing decisions and terms of doing business	Week 8	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	10%

	Chapter 7: Distribution decisions	Week 9	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	
	Chapter 8: Communication decisions	Week 10	CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	Group work	
Final Evaluation	Final Exam (Depend on Exam time schedule)	Week 11	CLO1.1.1 CLO1.2.2- 1.2.3 CLO2.3.1-2.3.2	Written exam	50%

8. LESSON PLAN

Commencing Week		Content	CLO	Activity	Assessment
[1]		[2]	[3]	[4]	[5]
1	1	Chapter 1: Overview of international Marketing 1. Introduction to Marketing and international Marketing	CLO1.1.1	- Studying in class - Book reading	
	2	Chapter 1: Overview of international Marketing 2. The views affecting international marketing	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading	Group discussion
2	1	Chapter 2: International marketing environment 1. Marketing environment	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading Group discussion in class on theory	Group discussion
	2	Chapter 2: International marketing environment 1. Marketing environment (Continuous)	CLO1.1.1 CLO1.2.2-1.2.3	- Studying in class - Book reading - Group discussion in class on theory	

3	1	Chapter 2: International marketing environment 2. International institutions Case study	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion
	2	Chapter 3: Entry mode 1. Introduction 2. Exporting	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading Group discussion in class on theory	Group discussion
4	1	Chapter 3: Entry mode 3. Licensing 4. Franchising	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading Group discussion in class on theory	Group discussion
	2	Chapter 3: Entry mode 5. FDI	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
5	1	Chapter 3: Entry mode 6. Contract Manufacturing	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
	2	Chapter 3: Entry mode Case Study Analyze: Entry mode	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.	- Studying case study - Analyze the case - Write a short assignment/ report describe the case and present students' ideas about that case	Group discussion

6	1	Chapter 4: Segmentation, targeting and positioning in international market 1. Selection of regional markets	CLO1.1.1 CLO1.2.2-1.2.3	- Studying in class - Book reading	
	2	Chapter 4: Segmentation, targeting and positioning in international market 2. Market segmentation and target market selection Case study	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Case study to discuss and analyze – small assignment	Group discussion
7	1	Chapter 5: Product decisions 1. The product life cycle 2. New products for the international market	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	- Studying in class - Book reading Test to review the theory	Group discussion
	2	Chapter 5: Product decisions 3. Packaging decisions 4. Branding decisions	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
8	1	Chapter 6: Pricing decisions and terms of doing business 1. Introduction 2. International pricing strategies compared with domestic pricing strategies	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory Group assignment	Group discussion
	2	Chapter 6: Pricing decisions and terms of doing business 3. Factors influencing international pricing decisions International pricing strategies	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2	- Studying in class - Book reading - Group discussion in class on theory - Group assignment	
9	1	Chapter 7: Distribution decisions 1. Introduction 2. External determinants of channel decisions 3. The structure of the channel	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading Group discussion in class on theory	In class discussion

	2	Chapter 7: Distribution decisions 4. managing and controlling distribution channels 5. Managing logistics	CLO1.1.1 CLO1.2.2-1.2.3 CLO5.4.1-5.4.3	- Studying in class - Book reading - Group discussion in class on theory	In class discussion
10	1	Chapter 8: Communication decisions 1. Introduction 2. The communication process 3. Communication tools International advertising strategies in practice	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	- Studying in class - Book reading Group discussion in class on theory	In class discussion Group discussion
	2	Case Study Analyze: International marketing plan: propose general plan	CLO1.2.2-1.2.3 CLO2.3.1-2.3.2 CLO5.4.1-5.4.3	- Studying case study - Analyze the case - Write a short assignment/ report describe the case and present students' ideas about that case - Propose a plan base on assumption that the company/ product need studying case study - Analyze the case - Write a short	Group discussion and Assignment

9. COURSE REQUIREMENT & EXPECTATION

9.1. Attendance Requirements

- Students are required to fully take part in class lectures and activities.
- Students are allowed to be absent maximum 30% of the class hours. Students who is absent over 30% is not qualified to take the final exam.

9.2. In-class Behavior Requirements

- The course is carried out with respect to both lecturer and students. All behavior that might adversely affect the stakeholders are prohibited.
- Students need to be in class on time. Students being late for more than 10 minutes will not be eligible to take part in the session.

- Cellphone, laptop, tablet are only accepted for the purposes of taking notes of the lectures, preparing course assignments, not for anyother entertainment purposes while in class duration.

**INSTITUTE OF ADVANCED
EDUCATIONAL PROGRAMS**

DEPARTMENT

LECTURER

Assoc.Prof. Pham Thi Huyen MSc. Duong Thi Hoa