

**DETAILED COURSE SYLLABUS**  
*(Decision of NEU....., .....2021)*

**1. GENERAL INFORMATION**

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

**2. LECTURER'S INFORMATION**

Full name: Title: MSc

Address: R1305, 13th flr., Building A1, The National Economics University, 207 Giai Phong Road, Hai Ba Trung District, Hanoi, Vietnam.

Phone number: Email:

**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, 15<sup>th</sup> Edition, MC Graw–Hill

**Reference:**

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

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

**5. COURSE GOALS**

<b>Goal</b>	<b>Goal Description</b>	<b>Program Learning Outcomes (PLO)</b>	<b>Capability Level</b>
[1]	[2]	[3]	[4]
G1	Understand terms relating to international marketing	PLO2.1.1	III
G2	Use knowledge to execute plan for international marketing	PLO2.2.1	IV
G3	Have the ability to analyze and evaluate an international marketing plan in international environment	PLO2.4.1 PLO2.5.1	IV
G4	Use international marketing knowledge to propose solutions to companies in particular situations	PLO2.5.1 PLO2.6.1 PLO2.7.1	IV

**6. COURSE LEARNING OUTCOMES****Table 6.1.Course learning outcomes**

<b>PLO</b>	<b>CLO</b>	<b>Description</b>	<b>Capacity level</b>
[1]	[2]	[3]	[4]
PLO2.1.1	CLO1.1.1	Describe terms relating to international marketing	III
PLO2.2.1	CLO2.2.1	Apply marketing knowledge in international marketing	IV
	CLO2.2.2	Analyze international marketing environment	IV
PLO2.4.1	CLO4.3.1	Integrate an international marketing plan	IV
	CLO4.3.2	Analyze and evaluate an international marketing plan	IV

PLO2.5.1	CLO5.4.1	Present group assignments in English	IV
PLO2.6.1	CLO6.4.1	Improve teamwork skill in group works	
PLO2.7.1	CLO7.4.1	Propose solutions to companies in particular situations	IV

## 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	ALL CLO	Evaluating participation of students at class, learning attitude and teamwork	10%
Group project 1	Chapter 4: Segmentation, targeting and positioning in international market	Week 6	CLO1.2.2 CLO5.4.1 CLO6.4.1	Group work	20%
Group project 2	All chapters	Week12-13	CLO4.3.1 CLO4.3.2 CLO5.4.1 CLO6.4.1 CLO7.4.1	Group work	20%
Final Evaluation	Final Exam (Depend on Exam time schedule)	After finishing the course	ALL CLO	Written exam	50%

## 8. LESSON PLAN

Commencing Week	Content	CLO	Activity	Assessment
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[1]	[2]	[3]	[4]	[5]
1	Chapter 1: Overview of international Marketing 1. Introduction to Marketing and international Marketing 2. The views affecting international marketing	CLO1.1.1 CLO2.2.1	- Studying in class - Book reading	Group discussion
2	Chapter 2: International marketing environment 1. Marketing macro environment	CLO2.2.2	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
3	Chapter 2: International marketing environment 2. Marketing micro environment 3. International institutions Case study	CLO2.2.2	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
4	Chapter 3: Entry mode 2. Introduction 3. Exporting 4. Licensing 5. Franchising 6. FDI	CLO1.1.1 CLO2.2.1	- Studying in class - Book reading - Group discussion in class on theory	Group discussion
5	Chapter 4: Segmentation, targeting and positioning in international market 1. Selection of regional markets 2. Selection of regional markets 3. Market segmentation and target market selection	CLO1.1.1 CLO2.2.1	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion
6	Group project 1	CLO1.2.2 CLO5.4.1 CLO6.4.1	Group work	Group presentation

7	Chapter 5: Product decisions 1. Packaging decisions 2. Branding decisions 3. The product life cycle 4. New products for the international market	CLO4.3.1 CLO4.3.2	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion
8	Chapter 6: Pricing decisions and terms of doing business 1. Introduction 2. International pricing strategies compared with domestic pricing strategies 3. Factors influencing international pricing decisions 4. International pricing strategies	CLO4.3.1 CLO4.3.2	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion
9	Chapter 7: Distribution decisions 1. Introduction 2. External determinants of channel decisions 3. The structure of the channel 4. managing and controlling distribution channels 5. Managing logistics	CLO4.3.1 CLO4.3.2	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion
10	Chapter 8: Communication decisions 1. Introduction 2. The communication process 3. Communication tools International advertising strategies in practice	CLO4.3.1 CLO4.3.2	- Studying in class - Book reading - Group discussion in class on theory and case study	Group discussion

11	Case Study Analyze: International marketing plan: propose general plan	CLO4.3.1 CLO4.3.2 CLO5.4.1 CLO6.4.1	Group work	Group discussion
12	Group presentation	CLO4.3.1 CLO4.3.2 CLO5.4.1 CLO6.4.1 CLO7.4.1	Group work	Group presentation
13	Group presentation	CLO4.3.1 CLO4.3.2 CLO5.4.1 CLO6.4.1 CLO7.4.1	Group work	Group presentation

## 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 any other entertainment purposes while in class duration.

**INSTITUTE OF ADVANCED  
EDUCATIONAL PROGRAMS**

**DEPARTMENT**

**LECTURER**

**Assoc.Prof. Pham Thi Huyen**

**Le Thuy Huong**