

Identification	Subject (code, title, credits)	MKT 850 – International Marketing – 3KU credits (6 ECTS credits)
	Department	Economics and Management
	Program (undergraduate, graduate)	Graduate (MBA)
	Term	Fall 2019
	Instructor	Dr. Vusal Hasanov
	E-mail:	dr.vusalhasanov@gmail.com
	Phone:	
	Classroom/hours	Fridays, 18:30 – 21:00 Room #35 122 B.Safaroglu str. (Downtown campus), Khazar University
	Office hours	
Prerequisites	MKT 840 Marketing Management	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	<p>Core Textbook: Cateora, P.R., Gilly, M.C., Graham, J.L., International Marketing, 17th Edition, McGraw Hill-Irwin, 2016.</p> <p>Supplementary Textbook: Keegan, W.J., Global Marketing Management, 8th Edition, Pearson Education Limited, 2014.</p> <p>Lecture slides and case studies will be provided by the instructor. The students are advised to keep up to date on current issues in global/international marketing mainly from publication outlets such as <i>The Economist</i>, <i>Business Week</i>, <i>Fortune</i>, <i>Wall Street Journal</i>, <i>Financial Times</i>, etc., and from academic journals with a focus on international marketing such as <i>Journal of International Business Studies (JIBS)</i>, <i>Journal of International Marketing (JIM)</i>, <i>Journal of Marketing (JM)</i>, <i>International Marketing Review (IMR)</i>, etc. This course combines traditional face-to-face classes with online learning. For support learning following websites can be used: https://books.google.co.uk</p>	
Course Outline	This course examines the impact of economic, cultural, political, legal, and other environmental influences on international marketing. Within this context, we will discuss how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies. The course is structured to provide ample opportunity for interaction among students, and between students and the instructor. The course will primarily consist of lectures, discussions, cases, and group projects. Because of the emphasis on discussion and interaction, attendance on a regular basis will be expected.	
Course Objectives	The basic rationale of this course is to facilitate students' understanding of the nature, structure, and specifics of conducting marketing activities in the international context. Further, through case studies and group projects, the course will enhance students' abilities to adapt and utilize marketing strategies to specific foreign market environment.	
Learning Outcomes	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • To gain an overview on the contemporary international marketing and the unique challenges faced by international marketers; • To develop insights into how differences in global economic, cultural, political, and legal environments dictate marketing decisions; • To cultivate global mindset and strategic thinking in the context of complex problems and challenges faced by international marketers; • To gain insight into different strategic options that firms have on disposal when planning to enter foreign market; • To examine the impact that changes in global business environment may have on marketer's decision to standardize or adapt their market offering (product, place, price, and promotion). 	

Course Team Project	<p>The team project is a simulated, hands-on experience in the development of global marketing strategies. You may form groups of 4-5 students (dependent on class size) to work on the project. The goal is to encourage students to conduct a real-time research, analysis and interpretation of secondary data in attempt to determine the feasibility of exporting a product to a specific country.</p> <p>Your contribution to the Group Project will be evaluated by each member of your group, using a peer evaluation form. Peer evaluations will be included in your individual grade for the group project.</p> <p>Project Details Each group is required to develop a Marketing Proposal for a designated company. Select a specific product/brand and assume your group is the management team running the company marketing the product. Your product should NOT be marketed in that country yet. The product may be real or fictitious. Select any country (excluding Azerbaijan), where your company will market your chosen product. Each country can be chosen by only one group on a first-come-first served basis. Let me know by email as soon as your group chooses a country.</p> <ul style="list-style-type: none"> • The Final Report (60%) should contain: <ol style="list-style-type: none"> 1. Executive summary; 2. Product information; 3. Cultural analysis; 4. Economic analysis; 5. Market audit & competitive analysis; and 6. Preliminary marketing plan. • The Oral Presentation (40%) will be 20 minutes long (too long or too short will be penalized), followed by a 5-minute Q&A session. 		
Teaching methods	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
	Simulation		
	Course Paper		
	Others		
Evaluation	Methods	Date / deadlines	Percentage (%)
	Midterm Exam	08.11.19	30
	Case Studies	27.09.19; 4.10.19; 25.10.19;15.11.19; 22.11.19; 29.11.19	5
	Class attendance		5
	Class activity		5
	Quiz	01.11.19	5
	Project/Presentation	6.12.19; 13.12.19	15
	Final Exam	To be announced	35
	Others		
	Total		100

Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam.</p> <p>Quizzes: There will be one quiz throughout the course. The quiz might be made of multiple choice questions, true/false questions and open questions. The questions will cover the subjects learned until each preceding class.</p> <p>Case studies: Case studies from the textbook intended to encourage critical thinking are used for learners to develop responses regarding the application of concepts. They provide an opportunity for participants to expand their thinking about how to respond when differing viewpoints arise in the workplace.</p> <p>Late Submission Policy: Assignments should be submitted electronically by each assigned team <u>at least a day before the due presentation date</u> mentioned in the course schedule or <u>in due period</u> assigned by the professor. Later submission will result in a grade of zero.</p> <p>Make-up exam: If an exam is missed for any reason with prior permission from the professor via an email, a make-up exam will be given the week following the exam but with a penalty of 20% of the total possible points.</p> <p>Cheating / Plagiarism: Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p>
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Tentative Schedule

Week	Date (2018)	Topics	Textbook/Assignments
1	20.09.19	Discussion on course and requirements The Scope and Challenge of International Marketing	Chapter 1 / Forming teams for group projects
2	27.09.19	The Dynamic Environment of International Trade	Chapter 2 / Case 1
3	4.10.19	History and Geography: Foundations of Culture	Chapter 3 / Case 2
4	11.10.19	Cultural Dynamics in Assessing Global Markets	Chapter 4
5	18.10.19	Culture, Management Style, and Business Systems	Chapter 5
6	25.10.19	The Political Environment: A Critical Concern	Chapter 6 / Case 3
7	1.11.19	The International Legal Environment: Playing by the Rules Quiz	Chapter 7
8	8.11.19	MIDTERM EXAM	
9	15.11.19	Developing a Global Vision through Marketing Research	Chapter 8 / Case 4
10	22.11.19	Global Marketing Management: Planning and Organization	Chapter 12 / Case 5
11	29.11.19	Products and Services for Consumers & Businesses	Chapters 13, 14 / Case 6
12	6.12.19	International Marketing Channels	Chapter 15 / Group Project Presentations
13	13.12.19	Integrated Marketing Communications and International Advertising	Chapter 16 / Group Project Presentations
14	20.12.19	Negotiating with International Customers, Partners, and	Chapter 19

		Regulators	
15	27.12.19	Course overview	
16	TBA	FINAL EXAM	