

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MKT 420 International Marketing – 3KU credits (6ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program (undergraduate, graduate)</b>	Undergraduate (BBA)
	<b>Term</b>	Fall 2022
	<b>Instructor</b>	Dr. Vusal Hasanov
	<b>E-mail:</b>	<a href="mailto:hasanov.vusal@khazar.org">hasanov.vusal@khazar.org</a>
	<b>Classroom/hours</b>	122 B.Safaroglu str. (Downtown campus), Khazar University
	<b>Office hours</b>	
<b>Prerequisites</b>	<b>MKT 301 Principles of Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Required	
<b>Required Textbooks and Course Materials</b>	<p><b><u>Core Textbook:</u></b> Cateora, P.R., Gilly, M.C., Graham, J.L., International Marketing, 18th Edition, McGraw Hill-Irwin, 2020.</p> <p><b><u>Supplementary Textbook:</u></b> 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.</p>	
<b>Course Website</b>	<p>This course combines traditional face-to-face classes with online learning. For support learning following websites can be used: <a href="https://books.google.co.uk">https://books.google.co.uk</a></p>	
<b>Course Outline</b>	<p>This course examines the dynamic environment of international business with a specific focus on economic, political, legal, cultural, and other environmental factors analysis. During the course, we will discuss and examine international marketing opportunities, and analyze product, pricing, distribution, and promotion strategies. The course will mainly consist of lectures, discussions, and case analyses. Because of the emphasis on class discussion and interaction, attendance on a regular basis is expected.</p>	
<b>Course Objectives</b>	<p>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.</p>	
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• To gain an overview on the contemporary international marketing and the unique challenges faced by international marketers;</li> <li>• To develop insights into how differences in global economic, cultural, political, and legal environments dictate marketing decisions;</li> <li>• To cultivate global mindset and strategic thinking in the context of complex problems and challenges faced by international marketers;</li> <li>• To gain insight into different strategic options that firms have on disposal when</li> </ul>	

	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).		
Teaching methods	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date / deadlines	Percentage (%)
	Midterm Exam		30
	Case Studies		10
	Class activity		5
	Class attendance		5
	Quiz		10
	Final Exam		40
	Total		100
Policy	<b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate in the final exam.		
	<b>Activity</b> shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.		
	<b>Quiz:</b> 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.		
	<b>Case studies:</b> 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.		
	<b>Late Submission Policy:</b> 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.		
	<b>Cheating / Plagiarism:</b> 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.		
Tentative Schedule			
Week	Date (2022)	Topics	Textbook/Assignments
1		Discussion on course and requirements The Scope and Challenge of International Marketing	Chapter 1 / Forming teams for group projects
2		The Dynamic Environment of International Trade	Chapter 2 / Case 1
3		History and Geography: Foundations of Culture	Chapter 3 / Case 2

4		Cultural Dynamics in Assessing Global Markets	Chapter 4
5		Culture, Management Style, and Business Systems	Chapter 5
6		The Political Environment: A Critical Concern	Chapter 6 / Case 3
7		The International Legal Environment: Playing by the Rules / <b>Quiz</b>	Chapter 7
8		<b>MIDTERM EXAM (TBA)</b>	
9		Developing a Global Vision through Marketing Research	Chapter 8
10		Global Marketing Management: Planning and Organization	Chapter 12
11		Products and Services for Consumers & Businesses	Chapters 13, 14
12		International Marketing Channels	Chapter 15 / Group Project Presentations
13		Integrated Marketing Communications and International Advertising	Chapter 16 / Group Project Presentations
14		Negotiating with International Customers, Partners, and Regulators	Chapter 19
15		Course overview	
16		<b>FINAL EXAM (TBA)</b>	

This syllabus is a guide for the course and any modifications to it will be announced in advance.