

<b>Identification</b>	<b>Subject (Code, title, credits)</b>	<b>MKT 850 International Marketing, 6 ECTS</b>
	<b>Department</b>	Economics and Management
	<b>Program (Undergraduate, graduate)</b>	Graduate
	<b>Term</b>	Fall 2023
	<b>Instructor</b>	Seymur M. Guliyev
	<b>E-mail:</b>	<a href="mailto:guliyev.seymur@khazar.org">guliyev.seymur@khazar.org</a>
	<b>Classroom/hours</b>	122 B.Safaroglu str. (Downtown campus), Khazar University
	<b>Office hours</b>	By appointment
<b>Prerequisites</b>	MKT 840 Marketing Management	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Required	
<b>Required Textbooks and Course Materials</b>	<p><b><u>Core Textbook:</u></b></p> <ol style="list-style-type: none"> <li><b>Michael R. Czinkota, Ilkka A. Ronkainen, Annie Cui, International Marketing, Cengage Learning, 11th Edition, (2023)</b></li> </ol> <p><b><u>Supplementary Textbook:</u></b></p> <ol style="list-style-type: none"> <li>Robin Lowe, Isobel Doole, Alexandra Kenyon, International Marketing Strategy: Analysis, Development and Implementation. 9th Edition, Cengage Learning (2022)</li> <li>Doole, I., &amp; Lowe, R., 2012 International Marketing Strategy: Analysis, Development and Implementation, Cengage (6 edition). (Released 13 February)</li> </ol> <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 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> <ul style="list-style-type: none"> <li>Kreutzer, R.T. (1988) Marketing-Mix Standardisation: An Integrated Approach in Global Marketing, European Journal of Marketing, Vol 22, Iss 10, pp 19-30.</li> <li>Solberg, C.A. and Durrieu, F. (2008). Strategy development in international marketing: a two tier approach, International Marketing Review, Vol.25 No.5, pp.520-543.</li> <li>Zou, S., Andrus, D.M. and Norvell, W.D. (1997) Standardization of international marketing strategy by firms from a developing country, International Marketing Review, Vol. 14, Iss 2, pp 107-123.</li> <li>Vrontis, D., Thrassou, A. and Lamprianou, I. (2009) International marketing adaptation versus standardisation of multinational companies, International Marketing Review Vol. 26, Iss 4/5 pp 477-500.</li> </ul>	
<b>Course Website</b>	<p>This course combines traditional face-to-face classes. For support learning following websites can be used:</p> <p><a href="https://books.google.co.uk">https://books.google.co.uk</a></p> <p><a href="https://libgen.is">https://libgen.is</a></p>	
<b>Course Outline</b>	<p>International Marketing is a course designed to introduce you to the marketing practices of companies seeking market opportunities outside their home country, and to raise your awareness about the importance of viewing marketing management strategies from a global perspective. You will learn to plan effectively for the marketing of consumer and business needs and wants on an international level. Special emphasis will be placed on cultural and environmental aspects of international trade, and integration of culture and</p>	

	marketing functions.		
<b>Course Objectives</b>	The aim of this module is to give the student the opportunity to examine the context in which international marketing entry and channel decisions are currently made and to explore how to overcome the issues and complexities in the international environment when developing marketing strategies to achieve a sustainable competitive advantage across international boundaries.		
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. an understanding of the sorts of factors that influence international marketing decisions to include the motivations and constraints of “going international”.</li> <li>2. become familiar with the process of researching and evaluating the growth potential of international opportunities;</li> <li>3. an appreciation of different entry methods. This will include understanding how different sizes of firms with different experiences and different resources can be expected to respond to the international challenge.</li> <li>4. critical insight into the role of consumers, culture and technology in reshaping international markets.</li> <li>5. an insight into future issues and how these affect competitiveness in international markets.</li> </ol>		
<b>Teaching methods</b>	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
<b>Evaluation</b>	<b>Methods</b>	<b>Date / deadlines</b>	<b>Percentage (%)</b>
	Midterm		30
	Assignment		10
	Quiz		10
	Course attendance		5
	Activity		5
	Final exam		40
	Total		<b>100</b>
<b>Policy</b>	<p><b>Midterm:</b> executed by the university in the mid of semester and worth 30% and the exam will involve the questions from the very first 7 lectures.</p> <p><b>Assignment:</b> students will be organized as a group of 3 or 4 and they will be given a research-based topics. Research findings will be presented at the end of semester. It worth 10%.</p> <p><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. It worth 10%.</p> <p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate in the final exam.</p> <p><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.</p> <p><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.</p>		

		<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.	
<b>Tentative Schedule</b>			
<b>Week</b>	<b>Date (2023)</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1		Marketing in Basic, Concepts and Global Market	Review on Marketing
2		Considering International & Global Business	Chapter 1 Chapter 16
3		Introduction to International Marketing	Chapter 2
4		International Market Assessment	Chapter 4 Chapter 5
5		The Research Challenge / Marketing Research Internationally	Chapter 8
6		The Research Challenge / Marketing Research Internationally	Chapter 8
7		Routes to Market / Foreign Market Entry Strategies	Chapter 9
8		<b>Midterm</b>	Exam
9		Considering Culture	Chapter 3
10		Internationalising the Small Business	Chapter 18
11		Gaining Market Access	Chapter 10
12		Consumers and Country of Origin	Chapter 6
13		Strategic Planning	Chapter 7
14		Group presentations	Presentations by students
15		Module Review / Exam Preparation	Review
16		<b>Final Exam</b>	

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