



CIEE Prague, Czech Republic

Course title:	International Marketing
Course code:	(GI) MKTG 3001 PRCZ
Programs offering course:	Business, Arts and Sciences, Central European Studies, Communication, New Media, and Journalism
Open Campus Track:	Business
Language of instruction:	English
U.S. semester credits:	3.00
Contact hours:	45.00
Term:	Fall 2023

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple, specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By completing this course, students will:

- Apply specific examples of intercultural sensitivity in international marketing tactics
- Identify theoretical frameworks and evaluate real-world factors that contribute to successful and unsuccessful international marketing plans
- Apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances
- Recognize the impact of the Internet on the international marketer
- Compare the concerns of emerging and developing markets
- Develop and implement an international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

One prior introductory course in principles of marketing and/or marketing management is strongly recommended.

Methods of Instruction

Instruction will be supported by original and secondary materials, and will include films and case studies. The main classroom activity is discussion, initiated by short lectures and informed by the assigned materials. Readings are assigned to help students gain familiarity with key ideas and terms, which they will then be expected to integrate into their oral and written work (including the term paper and a final exam). Active engagement in class will be enhanced through student-led presentations, and the connection and relevance of the course to host country will be illustrated with a business site visit to at least one local company in the area that represents a global brand.

Assessment and Final Grade

1.	Case Study Analysis and Discussion	15%
2.	Midterm Exam	20%
3.	Marketing Plan	25%
4.	Research Paper	20%
5.	Participation	20%
	TOTAL	100%

Course Requirements

Case Study Analysis and Discussion

Students are required to participate in the discussions that will take place in class. Throughout the course there will be several case studies, and it is extremely important that students read and analyze these cases prior to the class discussion.

Midterm Exam

The midterm is designed to assess student comprehension and ability to articulate core concepts related to international marketing. In the midterm students will answer three essay-based questions relating to topics covered in the class up to the midterm.

Marketing Plan

Students will be required to participate in a group project that will allow them to apprehend the full spectrum of international marketing, from startup operations to the formation of virtual alliances through the development of an international marketing plan. Each group will select a product or brand as well as a country in the region that your company will market the product to. The overall project consists of three components: a) a 1500-word paper that focuses on macro-environmental issues (cultural analysis and economic analysis) (40%) b) a 12 minute presentation of your marketing plan during which each group member must present content (40% and c) a peer evaluation form through which you assess your peers' contribution to the project (20%). The group project should demonstrate that you have identified theoretical frameworks, evaluated real-world factors that contribute to success of your international marketing plans and collaborated effectively with fellow group members.

Research Paper

A 2500 word research paper (typed in 12 font and double-spaced) on a topic related to international marketing is required. The topic of this paper has to be approved by the instructor. Students are expected to use original source materials, photographs, and illustrations. Citations and bibliography are required. Students must submit an annotated bibliography in advance of the research paper submission, which will be worth 25% of the assignment.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance

To encourage engaged learning, regular class attendance is required throughout the program. This includes any required co-curricular class excursion or event, as well as internship, service-learning, or other required field placement.

An excused absence in a CIEE course will only be considered if approved by a CIEE Center Director/Academic Director (not the Instructor), and:

- it is a self-certified absence for illness (only once per course, requires formal request before or within 24 hours, cannot miss assessment worth more than 5% of final course grade)
- a doctor's note from a local medical professional is provided
- evidence of a family emergency is provided
- it is a pre-approved observance of religious holiday

Unexcused absences include personal travel and/or travel delays, as well as missing more than 25% of a single class period (including tardiness and early departure). Assessments missed due to unexcused absences will be marked as zero. Students with over 10% unexcused absences will be contacted by CIEE staff. Students with over 20% unexcused absences will be contacted by CIEE staff, receive a formal warning letter (shared with their home institution) and lose 10% of the final course point total (e.g., a final A grade of 93% will be lowered to a B grade of 83%).

For more detail, please consult your CIEE Academic Manual.

Academic Integrity

Academic integrity is essential to a positive and inclusive teaching and learning environment. All students are expected to complete coursework responsibilities with fairness, respect, and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in grade penalties or disciplinary action. See the CIEE Student Academic Manual for further information on academic integrity.

N.B. Course schedule and co-curriculars are subject to change. The final duration and distribution of content and assignments will be determined and presented to students at the onset of the course.

Weekly Schedule

Week 1

Class: 1.0 The challenges and opportunities of international marketing

This class will cover the core concepts in terms of the course and the global environmental drivers of how businesses are marketed and evaluated.

Readings:

- Chicago Humanities Festival. (2012). Introduction to Marketing by Philip Kotler [YouTube Video]. Retrieved from: <https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>
- Gandellini, G. (2010). Key Concepts in Marketing and International Marketing. Retrieved at: [http://www.confindustria.pu.it/\\$file/id1/20/id2/0000008326.pdf](http://www.confindustria.pu.it/$file/id1/20/id2/0000008326.pdf)

Week 2

Class: 2.0 Marketing for a local (national) versus a global (multinational) audience

This class will discuss key factors that go into and distinguish both International trade frameworks and policies.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 1-2, 10th Ed. Mason: South-Western College.
- Smartling. (n.d.). International Marketing – Comprehensive Guide. Retrieved at: <https://www.smartling.com/international-marketing/>

Week 3

Class: 3.0 The international marketing imperative

In this class students will explore and evaluate the international marketing plan. The role of culture will also be considered and discussed at length.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 3-4, 10th Ed. Mason: South-Western College.

Annotated Census Due

Week 4

Class: 4.0 Leveraging in international marketing

The focus of this class will be on the analysis of resources and capabilities. Students will also discuss the current economic environment and the impact of this environment on leveraging in the international market.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 8, 10th Ed. Mason: South-Western College.

Week 5

Class: 5.0 The political and legal environment

Consumer, industrial, and government markets will be the focus of this class. Students will engage with a guest speaker to articulate the complexities of the host country context, and the impact on marketing.

Reading:

- Czinkota, M., & Ronkainen, I. (2013). International Marketing. Ch. 5, 10th Ed. Mason: South-Western College.
- Case: Pan, Y. (2005). Marketing Across Cultures: A Case Study of IKEA Shanghai (Master's Thesis). Retrieved from: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=1324409>

Week 6

Class: 6.0 The international marketing environment

Students will explore and be involved in strategic planning. Students will undertake a visit as a class to an international business in the host environment paying specific attention to its marketing strategies for international markets and international environmental challenges for a local business.

Readings:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 6-7, 10th Ed. Mason: South-Western College.

Week 7

Class: 7.0 Midterm Exam

Week 8

Class: 8.0 Analyzing people and markets

Market entry and expansion will be the focus of this class. Students will be involved in developing expert groups around the topics discussed to date in order to review notes, readings, and articles to prepare peer feedback for the case study presentations in the latter part of the class.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 9, 10th Ed. Mason: South-Western College.

Due Date for Case Study Presentations

Week 9

Class: 9.0 Key analysis and SWOT Analysis

Microenvironment: industry and competition analysis is discussed. Students will also explore concepts around microenvironment with regards to market and consumer analysis.

Marketing organization, implementation, and control is also explored in detail. Students are involved in analyzing product management and global brands using the SWOT strategy.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 10, 12, 13, 10th Ed. Mason: South-Western College.

Week 10

Class: 10.0 Advertising, promotion, and sales

Pricing strategies and tactics are discussed in this class. Examples from various businesses are compared and critiqued.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 13-14, 10th Ed. Mason:

South-Western College.

- Berasategui, L., Pares, F. & Renart, L. G. (2004). Imaginarium. Harvard Business Review. Retrieved at: <https://hbr.org/product/imaginarium/IES155-PDF-ENG>

Week 11

Class: 11.0 International marketing strategies

Global distribution and logistics is discussed in the class. Target market entry decisions are also explored and the impact of meeting targets on business growth.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 15, 10th Ed. Mason: South-Western College.

Due Date for Mid Term Exam

Week 12

Class: 12.0 Joint ventures and alliances

Class will undertake a site visit as a co-curricular activity. They will visit an international business in the host environment with specific attention to its marketing strategies for international markets and international environmental challenges for a local business.

Week 13

Class: 13.0 Social Networks and Communication

The strategies adopted in the case are discussed in terms of understanding the reasons for company's failure in the past. The role of social media and technology in the outcomes of market share, profits and reputation are discussed. Various social network communication strategies for retail businesses are also explored.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 16, 10th Ed. Mason: South-Western College.
- Case: Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business Globally, Journal of Management 5(4), pp 1-8.

Week 14

Class: 14.0 Going to the global market: Product, promotion, price, place

In this class students will discuss the role of leadership, corporate social responsibility and sustainability.

Reading:

- Czinkota, M. & Ronkainen, I. (2013). International Marketing. Ch. 17-18, 10th Ed. Mason: South-Western College.
- Jobber, D. & Ellis-Chadwick, F. (2013). Principles and Practice of Marketing. 7th edition, McGraw Hill.
- Case: American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

Due Date for Submission of the Final Project

Course Materials

Readings

Berasategui, L., Pares, F. and Renart, L. G. (2004). Imaginarium. Harvard Business Review.

Czinkota, M. & Ronkainen, I. (2013). International Marketing. 10th Ed. Mason: South-Western College.

Doole, I. and Lowe, R. (2008). International Marketing Strategy, Fifth Edition. London: South-Western Cengage Learning.

Graham, J., Cateora, P., & Gilly, M. (2012). International Marketing. McGraw-Hill Education.

Jobber, D. & Ellis-Chadwick, F. (2013). Principles and Practice of Marketing. 7th edition, McGraw Hill.

Kotler, P. T. and Keller, K. L. (2016) Marketing Management, 15th Edition, Pearson.

Sengupta, M. & Sengupta, N. (2018). Marks and Spencer: Revolutionizing the Retail Business Globally, Journal of Management 5(4), pp 1-8.

Online Resources

Alon, I. (2000). Marks and Spencer: A Case Study in International Retailing. Retrieved at: http://www.elearning.ulg.ac.be/old_demos/HEC/html/marks.pdf

American Marketing Association. (n.d.) Do Marketers Have to Be Extroverts? Retrieved at: <https://www.ama.org/career/Pages/Do-Marketers-Have-to-Be-Extroverts.aspx>

Berasategui, L., Pares, F. and Renart, L. G. (2004). Imaginarium. Harvard Business Review.

Chicago Humanities Festival. (2012, November 26) Introduction to marketing by Philip Kotler Blue Ocean. (n.d.). Blue Ocean Strategic Moves – JC Decaux. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/jcdecaux/>

Blue Ocean. (n.d.). Blue Ocean Strategic Moves – Canon. Retrieved at: <https://www.blueoceanstrategy.com/bos-moves/canon/>

[YouTube Video]. Retrieved from: <https://www.youtube.com/watch?v=sR-qL7QdVZQ&t=24s>

Fleishman, H. (n.d.). 13 Businesses with Brilliant Global Marketing Strategies. Retrieved at: <https://blog.hubspot.com/blog/tabid/6307/bid/33857/10-Businesses-We-Admire-for-Brilliant-Global-Marketing.aspx#sm.00000nl4r00b1wfbez81ki4n1sxqh>

Gandellini, G. (2010). Key concepts in marketing and international marketing. Retrieved at: [http://www.confindustria.pu.it/\\$file/_id1/20/_id2/0000008326.pdf](http://www.confindustria.pu.it/$file/_id1/20/_id2/0000008326.pdf)

Neuez, S. (2003). Strategic Management – Nados International: Taking chicken to the world: (Master's Thesis). Retrieved at: http://sophie.neuez.free.fr/Rapports/Rapport_managt.pdf

Pan, Y. (2005). Marketing Across Cultures: A case study of IKEA Shanghai (Master's Thesis). Retrieved from: <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1324408&fileId=1324409>

Smartling. (n.d.). International Marketing – Comprehensive Guide. Retrieved at: <https://www.smartling.com/international-marketing/>

Journal of International Marketing:
<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/Current-Issue.aspx>