



Hunan University MKTG 316: International Marketing

Instructor: To be announced

Credit: 4

Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours(50minutes/contact hour). Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length;There will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours)at the end of this term. This course has 72 contact hours in total.

Course Description

This course reflects the trend of firms selling products and services across many countries. Drawing on an incomparable breadth of international examples, this course not only demonstrates how global marketing works, but also how it relates to real decisions around the world. It offers a truly global approach with cases and exhibits from all parts of the world, including Europe, the Middle East, Africa, the Far East, North and South America. In addition, it provides a complete and concentrated overview of the total international marketing planning process, along with many new, up-to-date exhibits and cases, which illustrate the theory by showing practical applications. We can learn extensive coverage of hot topics such as globalization, born globals, value creation, value net, celebrity branding, brand piracy and viral marketing, as well as a comprehensive new section on integrated marketing communication through social networking.

Textbook Information

Global Marketing, Svend Hollensen

Edition: 6th Edition

Publisher: Pearson

Grading

- Attendance 10%
- 2 Reports 20%
- 2 Presentations 20%
- Midterm 20%
- Final Exam 30%



A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77
C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

Homework

Your success in this course is usually directly related to the effort you put into the homework assignments / quizzes.

Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1:

Part I The Decision Whether to Internationalize

1. Global Marketing in The Firm

Class 2:

2. Initiation of Internationalization

Class 3:

3. Internationalization Theories

Class 4:

4. Development of the Firm's International Competitiveness

Class 5:

Part II Deciding Which Markets to Enter

5. Global Marketing Research

Class 6:

6. The Political and Economic Environment

Class 7:

7. The Sociocultural Environment

Class 8:

8. The International Market Selection Process

Report 1

Class 9:



Part III Market Entry Strategies

9. Some Approaches to The Choice of Entry Mode

Class 10:

10. Export Modes (1)

Class 11:

10. Export Modes (2)

Class 12:

11. Intermediate Entry Modes

Class 13:

12. Hierarchical Modes

Class 13:

13. International Sourcing Decisions and the Role of The Sub-supplier
Presentation

Class 14:

Midterm

Class 15:

Part IV Designing The Global Marketing Programme
14. Product Decisions

Class 16:

15. Pricing Decisions and Terms of Doing Business (1)

Class 17:

15. Pricing Decisions and Terms of Doing Business (2)

Class 18:

16. Distribution decisions

Class 19:

17. Communication Decisions (Promotion Strategies)
Presentation

Class 20:

Part V Implementing and Coordinating The Global Marketing Programme
18. Cross-cultural Sales Negotiations (1)

Class 21:

18. Cross-cultural Sales Negotiations (2)



Class 22:

19. Organization and Control of The Global Marketing Programme(1)
Report 2

Class 23:

19. Organization and Control of The Global Marketing Programme(2)

Class 24:

Overall Review

Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on “Late Withdrawals”

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

Academic Honesty

All Students are expected to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

Final Assignment

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from HNU.

General Expectations

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class



period;

- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.