



# **Faculty of Economics & Administrative Sciences**

**Department: Marketing**

## **COURSE SYLLABUS**

**International Marketing**

**Short Description**

**Student's Copy**

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

## 1. Course Information

1. Course Title : **International Marketing**
2. Course Code : **: 0405724**
3. Credit Hours : **3**
4. Prerequisite : **None**
5. Corequisite : **None**

## 2. Instructor Information

1. Instructor :
2. Office :
3. Email :
4. Office Hours :

## 3. Class Time and Place

1. Class Days and Time:
2. Class Location :
3. Lab Days and Time : -----
4. Lab Location : -----

## 4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

## 5. Resources

**Main Reference Text Book:** . *Intrnational Marketing* , (2010). Vern Terpstra, and Ravi Sarrthy; Ninth Edition, Dryden USA.

**Additional Reference (s):**

## 6. Course Description and Purpose

1. **International Marketing – 3 Credits.**
2. **Purpose:** The purpose of this course is to achieving the following purposes:
  - Provide students with the basic concepts of international marketing.
  - Explain and illustrate the nature of international markets.
  - Explain the relationship between domestic , international and global marketing.
  - Discuss and illustrate some of the main activities of international marketers.

- Discuss and illustrate the various dimensions of economic environment facing international marketers.
- Discuss and illustrate the various dimensions of culture environment facing international marketers.
- Discuss and illustrate the various dimensions of political legal environment facing international marketers.
- Explain and illustrate the adaptation and standardization product policies in the international markets.
- Identifying different entry methods to the global markets.

**3. Course Description:** This course aims to define the international environment and the international marketing, how marketing operations planning at the international level of the market and choosing the right strategy to enter these markets, taking into account the perceived difference in habits and consumption patterns and differences in purchasing power , as well as the effect of dealing with foreign currency , and the different change currency and Instability of the exchange price of the deal.

## 7. Course Learning Outcomes

**Upon successful completion of this course, the learner should be able to:**

**A- Knowledge and understanding (students should):-**

- Be able to distinguish between domestic marketing and international marketing.
- Be able to identify different entry methods to international markets .
- Be able to analyze different environmental variables affecting international marketers .
- Understanding how economical, cultural and political affect international marketing process.
- Understanding various product policies suitable for international markets.
- Understanding the differences between adaptation and standardization.
- Be able to know the importance of language, religion, and behavior for international markets.
- Using marketing strategies suitable for international markets.
- Be able to adopt suitable entry method to the international markets.
- Understanding the pricing strategies for international markets

**B- Intellectual skills with ability to:-**

- Apply the basic principles of international marketing in marketing decision making.
- Apply the management accounting techniques in predicting the demand in the international markets.
- Preparing an international marketing plan for global markets.
- Preparing global marketing matrix strategy for entry method.
- Using global marketing research matrix for selecting international markets.
- Developing suitable marketing mix for global markets .

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## 8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study

6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

## 9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

### (a) Tests

Test	Weight %	CLO	Due Date
Mid	30%	1-10	Week 6
Final	40%	1-16	Week 16
Total	70%	16	

### (b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Quizzes	10%	Every Chapter	To be defined by instructor	To be defined
Total	10%			

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

**(c) Assignments**

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10%		Ch1,Ch2, Ch3,Ch4,Ch7,C h8,ch11.ch12	after finish every Chapter

**(d) Participation**

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10%	**	- Student contribution and cooperation - Course portfolio	All weeks
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

## 10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,2	Introduction: The Concept OF Global marketing		Ch1	1-4
3	Economic Environment-The World Economy		Ch2	4-5
4	Economic Environment –the foreign Economies		Ch3	4-5
5,6	Cultural Environment- The People Of The World		Ch4	5
7	▪ <b>Mid Exam</b>		Ch1, Ch2, Ch3, and Ch4	1-5
8,9	The Political Environment		Ch5	6
10	Global Marketing Strategy		Ch 6	7
11	International Product Policy		Ch8	6-7

12,13	Distribution –Foreign Entry Method		Ch10	9-10
14,15	Pricing in International Marketing		Ch14	12
16	<b>Final Test</b>		Ch1, Ch2, Ch3, Ch4,Ch5,Ch6,Ch8,Ch10 and Ch14	1-12

**Special Equipment or Supplies**

Personal Computer