

Course Details:

Course Title: International Business and Marketing

Credit Hours: 3

Course Code: MKT-425

Program: BBA 2K22

Course Description:

The “**International Business Marketing**” course provides BBA students with a comprehensive understanding of global business operations and marketing strategies in a dynamic, interconnected world. This course explores the complexities of conducting business across borders, focusing on the economic, political, and cultural factors that influence international trade and marketing decisions. Students will examine the theories and frameworks that underpin international trade, explore market entry strategies, and analyze global consumer behavior. The course emphasizes the development of marketing strategies tailored to diverse cultural, economic, and legal environments, while considering the ethical and sustainability challenges faced by multinational companies. Topics include international market research, global product and pricing strategies, distribution and logistics, as well as promotion and communication strategies in global markets.

Through case studies, real-world examples, and group projects, students will apply theoretical knowledge to practical business and marketing scenarios. This course equips students with the skills necessary to navigate the complexities of international markets, create competitive global strategies, and respond to emerging trends in global business and digital marketing.

Given the learning objectives, the course is designed with a heavy reading load. Reading the materials beforehand and participating actively in class exercises and dialogues are essential for getting a firm grasp of the course content. For each seminar, students should read the case studies, assigned topics / notes and be prepared to answer questions and discuss any other issues pertaining to the assigned reading material. Furthermore, for select seminars, students will be asked to prepare 20 – 30 minutes of introductory remarks that synthesize the readings and serve as a ‘conversation starter’ for class discussion.

Course Learning Outcomes:

By the end of the module, students will be able to:

CLO1: **Explain** knowledge of global business environments and trade theories

CLO2: **Analyze** micro and macro factors impacting international business.

CLO3: **Evaluate** global marketing strategies, including product, pricing, distribution, and promotion.

CLO4: **Develop** a research project based on critical thinking

Required Course Material:

The core textbooks required for this course are:

- **International Marketing, 2024**

Nineteenth edition by

Philip R. Cateora, R. Bruce Money, Mary C. Gilly, & John L. Graham

Other Material:

All material to be provided in a course folder consisting of pdf files via LMS.

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

Final Exam	35%
Mid-term Exam	20%
Quizzes	15%
In-Class Tasks, Cases & Participation	10%
Final Project	20%

Weekly Schedule:

The weekly breakdown is given below. The contents of the course outline are subject to change and dependent on the knowledge level of the student's cohort.

Week	Lecture No. and Topic	Preparation Material	Session Outcomes
1 (28 th Jan)	<ul style="list-style-type: none">• Introduction to the Subject & Group Formation LECTURE # 1: The Scope and Challenge of International Marketing <ul style="list-style-type: none">• The International Marketing Task• Marketing Decision Factors• Aspects of the Domestic Environment• Aspects of the Foreign Environment• Stages of International Marketing Involvement• No Direct Foreign Marketing (FM)• Infrequent, Regular, International, Global Marketing	Ch # 1	CLO#1 & Assign Final Project
2 (4 th Feb)	LECTURE # 2: Dynamic Environment of International Trade <ul style="list-style-type: none">• The basis for the reestablishment of world trade following World War II• The importance of balance-of-payment figures to a country's economy• The effects of protectionism on world trade• The several types of trade barriers & Class Task: Case Study	Ch # 2	CLO#1
3 (11 th Feb)	LECTURE # 3: Cultural Dynamics in Assessing Global Markets <ul style="list-style-type: none">• The importance of culture to an international marketer• Definition and origins of culture• The elements of culture• The impact of cultural borrowing & Culture, Management Style, and Business Systems	Ch # 4 &	CLO#1

	<ul style="list-style-type: none"> • The necessity for adapting to cultural differences • Management styles around the world • Cultural differences in business ethics • Relationship-oriented and information-oriented cultures <p style="text-align: center;">&</p> <p style="text-align: center;">Quiz-1 (from Lecture 1 & 2)</p>	Ch # 5	
4 (18 th Feb)	LECTURE # 4: GUEST LECTURE		
5 (25 th Feb)	LECTURE # 5: HBR - CASE STUDY BASED GUEST LECTURE/SEMINAR (10:15am – 11:40am) <p style="text-align: center;">&</p> Project Proposal Presentation (09:10am – 10:10am) (Group Task & Marked Activity)	CASE STUDY	
6 (4 th Mar)	LECTURE # 6: Ch#6: The Political Environment <ul style="list-style-type: none"> • Sovereignty of nations and how it can affect the stability of government policies • Different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes • Political risks of global business • How to assess and reduce the effect of political vulnerability <p style="text-align: center;">&</p> Ch#7: The International Legal Environment <ul style="list-style-type: none"> • The unique problems of protecting intellectual property rights internationally • Other Managerial Approaches to Protecting Intellectual Property • Cyberlaw: Unresolved Issues • Commercial Law within Countries <p style="text-align: center;">Class Task: Chapters Presentation (Group Task & Marked Activity)</p>	Ch # 6 & Ch # 7	CLO#1
7 (11 th Mar)	LECTURE # 7: Developing a Global Vision through Marketing Research <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <ul style="list-style-type: none"> ▪ Importance of problem definition in international research ▪ The problems of availability and use of secondary data ▪ Sources of secondary data ▪ Quantitative and qualitative research methods ▪ Multicultural sampling and its problems in less-developed countries ▪ Using international marketing research </div> <p style="text-align: center;">&</p>	Ch# 8	CLO#2

	Quiz-2: (from Lecture 4 & 5)		
8 (18 th Mar)	LECTURE # 8: Global Marketing Management: PLANNING AND ORGANIZATION <ul style="list-style-type: none"> How global marketing management differs from international marketing management The need for planning to achieve company goals The important factors for each alternative market-entry strategy The increasing importance of international strategic alliances 	Ch # 12 & CASE STUDY	CLO#2
9th (25 th Mar)	<u>MID SEMESTER EXAM</u>		
9 & 10	LECTURE # 9 & 10: Ch#13: Products and Services for Consumers & Ch # 14: Products and Services for Businesses	Ch #13 & Ch # 14	CLO#2
11 & 12	LECTURE # 11 & 12: Ch 15: International Marketing Channels & Ch 16: Integrated Marketing Communications and International Advertising & CASE STUDY	Ch #15 & Ch # 16	&
13 & 14	LECTURE # 13 & 14: Ch # 17: Personal Selling and Sales Management & Ch # 18: Pricing for International Markets Quiz-3: (from Lecture 9 & 10)	Ch #17 & Ch # 18	
15	LECTURE # 15: Ch # 19: Inventive Negotiations with International Customers, Partners, and Regulators & CASE STUDY	Ch # 19	
16	LECTURE 16: Final Project Presentations		
17	BUFFER WEEK		
18	<u>END SEMESTER EXAM</u>		