Department of Management					
Degree Program	B.A. in Management				
Module Title	Marketing Management				
Module Coordinator	DR. SHASHI KANT				
Course Number	MGMT2122				
Course Title	International Marketing				
ECTS credit points	5				
Course Information	Academic Year: 2018 Semester: II Meeting day: Meeting time: Meeting location:				
Instructor's Contact Information	Office: Phone: Email: Office Hours:				
Student workload	*Lecture*	*Assignm*	*Home Study*	*Assessm*	*Total*
	48	27	45	15	135
Course Objectives and Competences to be Acquired	At the end of the course students will be able to: ✓ Know the strategic implications of competition in different countries. ✓ Differentiate an approach and framework for identifying and analyzing the important cultural and environmental factors. ✓ Know how to identify idea in seeking market opportunities outside the home country ✓ Know the importance of viewing international marketing management strategies from a global perspective. ✓ Describe the trends in International Trade; ✓ Analyze International Marketing environment; ✓ Explain the various international market entry modes/strategies. ✓ Know about multinational companies and their international business operation; ✓ Explain the various approaches of marketing mix strategies in the international Market context ; ✓ Discuss the formality of export/Import, International finance, insurance (risk management) and quality control.				
Course Description/Course Contents	In the era of globalization, international marketing is given much emphasis and plays crucial role in the development of a nation. It includes basic concepts of international marketing and its environment; Relationship between international marketing and international trade; theory of comparative advantage; world trade situation and international marketing, analysis of marketing across national trade blocks'				

	applications of marketing principles to international marketing, analysis of marketing across national boundaries, different levels of international marketing involvement; various ways of international market entry strategies, marketing-mix element decision in international marketing process of practical international marketing; Opportunities and challenges of international marketing for Developing Countries like Ethiopia.
Pre-requisites	Principles of Marketing
Status of the Course	Core

Schedule

Week	***Topics and Sub Topics***	***Chapter Objectives***
Week 1, 2 & 3	**CHAPTER I** **CONCEPTS OF INTERNATIONAL MARKETING** 1.1. Definitions and distinctions 1.2. Domestic marketing Vs IM 1.3. International Marketing concepts 1.4. Export marketing and IM 1.5. Strategic Marketing 1.6. Absolute advantage theory 1.7. Comparative advantage theory 1.8. Opportunities and challenges of IM 1.9. International product life cycle 1.10. Concepts of foreign exchange and balance of payment 1.11. Barriers to international trade	At the end of this chapter you will be able to: ✓ Define what international marketing? ✓ Identify what is international trade, export marketing and their difference with IM. ✓ Discuss absolute and comparative advantage theories ✓ Explain the challenges and opportunities of IM ✓ Explain concept of foreign exchange, balance of payment and international trade barriers
Week 4 & 5	**CHAPTER II** **INTERNATIONAL MARKETING ENVIRONMENT** 2.1. Cultural environment 2.2. Economic environment 2.3. Political – Legal environment 2.4. Technological environment 2.5. Regional economic	At the end of this chapter you will be able to: ✓ Describe how culture, economic, political-legal and technological conditions affect international marketing. ✓ Discuss how regional economic integration affects IM.

	integration	
Week 6 and 7	**CHAPTER III** **MARKET ENTRY DECISIONS** 3.1. Analyzing international marketing 3.1.1. Index for international marketing 3.2. Assessing company resources for export involvement 3.3. Selecting a market entry mode 3.4. Direct exporting activities, agents, distributors, franchising, and licensing 3.5. Direct investment activities, wholly owned subsidiaries, mergers/ acquisitions and joint ventures	At the end of this chapter you will be able to: ✓ Analyze international market ✓ Assess companies ability to involve in export trade ✓ Explain the different market entry model in to international market
Week 8 and 9	**CHAPTER IV** **PRODUCT POLICY DECISIONS** 4.1. Product standardization/ Modification 4.2. Branding and its types, brand piracy 4.3. Packaging 4.4. After sales service	At the end of this chapter you will be able to: ✓ Explain product standardization or modification ✓ Discuss branding, packaging and after sale service from international perspective
Week 10 & 11	**CHAPTER V** **PROMOTION STRATEGY IN INTERNATIONAL CONTEXT** 5.1. Personal selling 5.2. Exhibitions trade fairs 5.3. Public relations/ publicity 5.4. Sales promotion 5.5. Advertising in the global situations 5.6. Campaign transferability 5.7. Advertising standardization versus local adaptation	***Chapter Objectives:*** At the end of this chapter you will be able to: ✓ Discuss personal selling, exhibitions, trade fairs, public relations, sales promotion, global advertisement and campaign transferability
Week 12 & 13	**CHAPTER VI** **PRICING AND TERMS OF PAYMENT** 6.1. International pricing strategies versus domestic pricing strategies 6.2. Price standardization 6.3. Export quotation terms 6.4. Methods of payment 6.5. Export credit terms 6.6. Transfer pricing	At the end of this chapter you will be able to: ✓ Describe price standardization, export quotation terms, payment methods in international context ✓ Discuss transfer pricing, bartering and counter trading

	6.7. Bartering and counter trading	
Week 14 & 15	**Chapter VII Distribution Strategies in International Context** 7.1. Meaning of logistic 7.2. Accessing foreign market channels of distribution 7.3. Use of Free ports 7.4. PLC and distribution	At the end of this chapter you will be able to: ✓ Define what logistics is ✓ Explain the way to access foreign market channels of distribution ✓ Describe how to use free ports ✓ Discuss PLC

ACTIVITIES

TEACHERS ACTIVITY	**STUDENTS**
✓ Introducing objectives of the course and the chapter to the students ✓ Asking brain storming questions ✓ Lecturing ✓ Give feedback on student's reflection ✓ Giving feedback on students assessment	✓ Individual Reflection ✓ Discussing in group ✓ Working on assignments

Delivery Methods	**Lecture, Interactive instruction, Group Discussion and Debate**
Policy	✓ **Attendance:** It is compulsory to come to class on time and every time. If you are going to miss 20% of classes during the term, you should not take this course ✓ **Assignments:** You must do your individual and group assignments and submit on time. No late assignment will be accepted. ✓ **Tests/Quizzes:** You will have 3 tests in this course. If you miss the class or, are late to class, you will miss the test. No makeup test will be given for unacceptable reasons. Also you are expected to observe the rules and the regulations of the University as well. ✓ **Cheating:** You must do your own work and not copy and get answers from someone else. Switch off your cell phones before class and exam sessions. Any attempt to use cell phones in exam sessions will be considered an act of cheating and hence, dealt accordingly

Reference :	✓ Coteora, Philip R., International Marketing, 13 editions, Boston Irwin Inc. 2006. ✓ International Marketing by Francis Charonican 1999 ✓ International Marketing by BS Bathor and other 1997 ✓ Philip Kolter, Marketing Management, Analysis, Planning implementation and control, 9th edition. ✓ William J. Stanton, Fundamentals of Marketing, 10th edition ✓ Modern Business Management and Organization ✓ Economics, Samuelson 13th edition ✓ Kolter and Armstrong, Principle of Marketing, 8th edition ✓ International Marketing, John J.Saw, Sak Oukvist, 2nd edition **N.B. Other books and articles written on similar topics could also be refereed.**
Assessment Arrangement	The needed behavioral change on the part of the students will be checked by applying varieties of assessment techniques. In particular, the students will be assessed continuously by applying a combination of tests, case analyses, assignments, attendance class participation, and final examination. The weight of each assessment method is indicated below: ▪ Test 1 (Week 4)---------- 10% ▪ Group Assignment 1 ---------- 10% ▪ Group Assignment 2 ----------10% ▪ Test 2 (Week 8)----------10% ▪ Test 3 (Week 11)---------- 10% ▪ Final Exam----------50% **TOTAL ----**----------**100%**