



COURSE SYLLABUS

WARMADWA UNIVERSITY INTERNATIONAL BUSINESS AND MARKETING

WIWE33B03

Winter course



INTERNATIONAL BUSINESS AND MARKETING

3 ECTS

COURSE DESCRIPTION

This course covers the scope and challenges of international marketing, international trade dynamic environment including cultural, legal, and economic environment, how to develop a global marketing strategy, global product policy, choosing mode of entry, and pricing strategy in foreign market. The course provides guidance in developing analytic framework for decision making based on recent developments in the field of International Marketing. The course outlines the latest global issues, discipline, competition and the skills needed in designing strategic decisions based on a global perspective.

OBJECTIVES

By the end of this course students should be able:

- To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.
- To understand how companies, adjust their international strategies based on the global environmental changes.
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

LECTURING METHODS

The course will be presented in the form of lecture activities, classroom assignment and discussion, case studies, and special topic presentation. Students will be working primarily from the textbook; though additional materials will be assigned from time to time. To understand the material covered in this course, it is crucial that students read the material before class session to be able to contribute thoughtfully to the class discussions and exercises.

ASSESSMENT METHODS

All courses will be assessed and graded according to the following criteria:

- Class Attendance 20 %
- Class Participation and Assignments 30 %
- Final Exam 50 %



REFERENCES

- Kotabe, M. & Helsen, K. (2014): Global Marketing Management, 6th Edition.

LECTURERS

Team

LECTURE TOPICS

No	Lecture Topics
1	The scope and challenge of international marketing & the dynamic environment of international trade
2	Cultural dynamics in assessing global market and the international legal environment
3	Economic environment and the changing nature of competition by information technology
4	Developing global marketing strategy
5	Global market entry strategies, timing of entry, and exit strategy
6	Global product policy decisions, standardization vs adaptation, and developing new products for global market
7	Global pricing decision, drivers of foreign market pricing and macro environment influences
8	Final Test

WORKLOAD

INTERNATIONAL BUSINESS AND MARKETING

4 weeks

		Weeks per semester				TOTAL hrs
		1	2	3	4	
INDEPENDENT WORK	Homework, assignments	4	4	4	4	16
	Case studies	2	2	2	2	8
	Workshops and excursions		2	2		4
	Exam preparation			10		10
	Preparation for presentations and papers				2	2
	Preparation for class	2	2	2	2	8
	Follow-up for class	1	1	1	1	4
	Final essay paper			10		10
					3	3
						65
HRS OF EXAMS					4	4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 4	4	4	4	4	16
TOTAL WORKLOAD PER COURSE (HOURS)						85
TOTAL ECTS						3