

# **International Marketing**

## **KHU – GSP**

**Spring Term: 02 March – 08 June 2017**  
**Thursday 16:30 – 19:15 (Class Room: 207)**  
Lecturer: Chan Woo Lee, PhD  
**(Office: 02-501-2533, Mobile 010-8952-0001)**

### **DESCRIPTION**

The subject of this course is in the international dimension of marketing. This course pursues to have the students understanding on the specific contexts and managerial and strategic issues in international and global marketing beyond the scope of introductory course.

The course could be divided as four steps – (1) overview, (2) international marketing environments, (3) marketing development and implementation, and (4) marketing strategy. In addition to these steps, during the course, individual/group studies and presentations are also assigned.

### **COURSE FORMAT & REQUIREMENTS**

This course will be taught through brief lectures, case analyses and individual/group presentations. Active participation from all students is required and highly encouraged.

Lectures will be made on the basis of the texts and references. Case analyses are going to be made by and presented by individuals on the topic. The report, as a case analysis by individual, should be submitted and is being evaluated by the lecturer.

Group discussions and presentations will be arranged on the specific international marketing topics (TBA) during the course and/or at the end of the course.

## **MATERIALS**

(a) Text

Title: International Marketing, 13rd Edition (or 14<sup>th</sup> Edition)

Authors: Philip R. Cateora & John L. Graham (Mary C. Gilly)

Publisher: McGraw-Hill

ISBN: 13-978-0-07-110594-1

(b) Reference 1

Title: Global Marketing Management (3<sup>rd</sup> Edition)

Author: Kiefer Lee & Steve Carter

Publisher: OXFORD

ISBN 978-0-19-960970-3

## **EVALUATION**

The students registered for this course are evaluated in terms of three different categories. These are (1) individual case analysis and presentation, (2) group works and contribution to the class, and (3) term paper and/or final examination. The grade (points) will be determined based on the following way (along with GSP guideline);

Attendance	20%
Individual case analysis and presentation	20%
Group works and contribution to the class	30%
Term paper and/or Final examination	30%

## **SCHEDULE**

**Week 1: 02 March**

Topic: Introduction & overviews

Reading: Text (a): Ch. 1

**Week 2: 09 March**

Topic: The international trade and marketing (Macro-) environments

Reading: Text (a): Ch. 2-5

- Week 3: 16 March**  
Topic: Marketing (cultural) environments  
Group discussion  
Reading: Text (a): Ch. 6-7
- Week 4: 23 March**  
Topic: Marketing (and market) research  
Group works (1)  
Reading: Text (a): Ch. 8
- Week 5: 30 March**  
Topic: Market: Emerging market & market groups  
Group works (2)  
Reading: Text (a): Ch. 9, 10
- Week 6: 06 April**  
Topic: Marketing management (Operational/Organizational)  
Group works (3)  
Reading: Text (a): Ch. 11
- Week 7: 13 April**  
Topic: Brand & COO issues  
Individual works  
Reading: References
- Week 8: 20 April**  
Topic: Mid-Term Examination
- Week 9: 27 April**  
Topic: International market development & penetration  
Group works (4)  
Reading: Text (a): Ch.
- Week 10: 04 May**  
Topic: International marketing strategy – Product/Service  
Group works (4)

Reading: Text (a): Ch. 12-13

**Week 11: 11 May**

Topic: International marketing strategy – Place/Delivery/Logistics  
Group works (5)

Reading: Text (a): Ch. 14-15

**Week 12: 18 May**

Topic: International marketing strategy – Promotion & Price  
Group works (6)

Reading: Text (a): Ch. 16-18

**Week 13: 25 May**

Topic: Implementing international marketing strategy  
Group presentations

Reading: Text (a): Ch. 19  
Supplementary readings

**Week 14: 01 June**

Topic: Global perspective & conclusions  
Group discussions

Reading: References

**Week 15: 08 June**

Topic: The Final Examination

## **OTHER COMMENTS**

Absolutely no absenteeism is allowed for both of the classes and group works.