

Subject overview

This subject deals with a broad range of topics related to managing global marketing efforts. The course deals with the different stages and challenges of the international expansion efforts of the firm, from the first stages of international firm expansion to the complexity of organizing a truly global marketing effort orchestrating activities across different countries. We will analyze the dilemma of tailoring vs. standardizing marketing programs for specific foreign markets.

Learning Outcomes

By the completion of this subject students will be able to:

- Demonstrate knowledge of marketing challenges presented in foreign markets.
- Demonstrate knowledge of tools and practices for structuring and controlling marketing programs related to global business.
- Demonstrate an ability to effectively search for information related to foreign market opportunities.
- Demonstrate an understanding of the complexity to orchestrate the global marketing effort.

Assessment overview

- International Marketing Plan 30% of total assessment
- International Marketing Practice 15% of total assessment
- Case Reports 15% of total assessment
- In-Class Participation 5% of total assessment
- Final Exam 35% of total assessment

Subject modules

- The scope and challenge of International Marketing
- The business, political, and legal environments
- The cultural environment
- Market selection, information requirements and screening process
- Researching to detect market opportunities: planning and organization
- Entry strategies: exporting and logistics
- Tailoring the marketing program; product and services adaptation vs. standardization
- The challenge of marketing in emerging markets
- Managing marketing channels and pricing decisions
- Global marketing communication

Required readings

- Cateora, P.R. & Graham, J.L. (2005). *International marketing* (13th Ed.). McGraw-Hill Higher Education.

Questions?

If you have questions about any of the subject summaries, please contact us.