



浙江大學

MAKT913

International Marketing

MAKT913

International Marketing

Instructor Contact Details

Lecturer-in-charge: Wenjie Tang

Email: tenzy07@hotmail.com, wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 1 July 2024 to 19 July 2024

Modes: Online/Face-to-face

Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Postgraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

Acknowledge and recognize the great competition of global market is very important. This course introduces various concepts and tools for analyzing the achievement and sustainability of competitive advantage for businesses through maintaining effective and efficient global marketing operations. This course aims to explain the international marketing strategies and evaluating markets, such as competitors, external environment: culture, economy, technology, politics/law, market opportunities, etc.

A deep understanding of market opportunities, changes, and techniques to master, develop, evaluate, and implement international marketing strategies at the corporate, regional, and local levels of international marketing environment. Through the study of theory and practice, students will have a good conceptual understanding of the field of international marketing literature and internet based global information, so that can be firmly rooted in the reality of the global market.

Prerequisite:

N/A

Learning Resources

- Green, Mark C & Keegan, Warren J., Global Marketing, 10th Edition, Pearson, 2019
- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing 11th edition, Cengage Learning, 2022

Learning Objectives

By the end of this course, you should be able to:

- Identify concepts, principles and types of global marketing arrangements and plans.
- Analyze the international marketing strategies, operations, and performance of global enterprises within international marketing environments.
- Identify factors and trends, both internal and external ones, that influence the strategic decision-making process and changes of the local and global markets.

- Describe the marketing mix as a process, and as a set of complex tools used in catering to the needs of the global consumer.
- Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team and develop cohesive marketing strategies for companies in the globe.

Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision, and final exam.
- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	The Scope and Challenges of International Marketing Marketing strategies, operations, performance Marketing development of local and global organizations	Lecture; Tutorial
1	Global Marketing Environment Analysis and Dynamics of global business	Lecture; Tutorial
1	Consumer Behavior Across Cultures Trends driving the nature	Lecture; Tutorial
1	Cultural Dynamics in International Marketing Changes of the local and global markets	Lecture; Tutorial
1	Researching into International Markets Concepts of international markets	Lecture; Tutorial
2	Seminar	

2	The International Political and Legal Environment	Lecture; Tutorial
2	Emerging Markets and Market Trends	Lecture; Tutorial
2	Quiz	Closed book
2	Multinational Market Regions and Market Groups Models of international markets	Lecture; Tutorial
2	International Market Entry Strategies and global marketing plans	Lecture; Tutorial
3	Exporting, Managing and Logistics Developing Consumer Products for International Markets	Lecture; Tutorial
3	Marketing Industrial Products and Business Services The International Distribution System and marketing strategies	Lecture; Tutorial
3	Advertising, Promotion and Personal Selling in a global environment	Lecture; Tutorial
3	Ethics and social vision of international marketing	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate

referencing, clarity, and some creativity where appropriate.

- All criteria addressed to a high level.

Distinction 75-84

• Treatment of material evidences an advanced understanding of ideas
Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.

- All criteria addressed strongly.

Credit 65-74

- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

Pass 50-64

- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

Fail 0-49

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.