**Course Syllabus**

**Fall 2023**

**Dr. Dalal Ahmad**

**Marketing 441- International Marketing**

**Lecture Time and Location:**

**MKT 441/ 01A**  : Monday & Wednesday 5:00 PM – 6:20 PM

**Contact Information:**

**Location** : BA Building, first floor, Department of Management and Marketing

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**Office Hours** : Tuesday 8:00 AM – 9:00 AM, and by appointment

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**Course Description:**

This course provides an overview of the international marketing practices that are used to meet the demands of world markets. The marketing principles concepts will be applied in this course but from a global perspective. Generally, this course describes the problems and decisions facing managers in global markets. Moreover, this course provides several methods for evaluating global marketing environment elements and the available approaches for entering foreign markets.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

1. Understanding international marketing issues, definitions, and terminologies.

2. Being aware of the economic, cultural, political and technological differences among international markets.

3. Understanding problems and decisions facing firms with foreign operations LG1 – LG3.

4. Understanding ethical/unethical business issues in the global markets.

5. Applying market segmentation schemes in international markets.

6. Understanding marketing planning and strategies in global markets based on global market analyses. This includes applying the 4Ps in global markets LG1 – LG2.

7. Understanding the tools used for selecting foreign markets LG1.

8. Understanding the available approaches for entering foreign markets.

**Required Material:**

**Textbook** : Keegan, Warren J., and Mark C. Green. 2018. *Global marketing*.

**Additional Material** : Student notes, and Power Point slides

**E-Learning System** : Moodle

**Course Website**  : <https://moodle.ku.edu.kw>

**Course Requirements and Policies:**

* Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
* Students must follow all the ethical standards in the classroom.
* All mobile phones should be turned off or the student will be asked to leave the classroom.
* NO nepotism, or cronyism.
* The course will consist of lectures, hotseat discussions, share and tell, group project, in class activities, and exams.
* Students’ attendance and participation are expected.
* Students will form groups (a maximum of 3 students in each) in order to complete the course project (see below for details).
* There will be no makeup work for exams. If a quiz was missed, an average will be used based on the student’s grades.

**Individual Assignments:**

**In-Class Tests:**

* The assessment in this course will consist of three quizzes, one midterm exam, followed by a comprehensive final exam. These exams serve as critical evaluation points to gauge students' understanding of the course material, their ability to apply concepts, and their analytical skills.
* The three quizzes will help students prepare for more significant summative assessments, such as midterm and final exams. They encourage students to stay organized, review material regularly, and build a solid foundation of knowledge throughout the semester.
* The midterm exam will be strategically scheduled to cover different sections and themes of the course, allowing students to demonstrate their knowledge acquired up to that point. The exam will assess students' comprehension of theoretical frameworks, their ability to analyze international marketing scenarios, and their application of concepts to real-world examples.
* The final exam will encompass the entire course, incorporating a comprehensive review of all topics covered during the semester. This exam will test students' overall understanding and integration of international marketing concepts, as well as their ability to synthesize information from different modules.

**Hotseat Technique:**

Beyond assessing students' understanding, the hotseat technique aims to foster a dynamic and interactive learning environment. It encourages students to think on their feet, articulate their thoughts clearly, and apply marketing knowledge in real-time situations, mirroring the challenges they may face in the international business world.

* **Random Selection of Students:**
* The random selection process is not only fair but also creates an element of surprise and motivation. Students know they could be chosen at any time, incentivizing them to prepare and stay engaged throughout the course. This method also prevents the same students from being repeatedly chosen, ensuring a more equitable distribution of opportunities.
* **Grading for Non-participants:**
* Grading non-participants based on the quality of their questions fosters a sense of collective responsibility for the learning process. It encourages students to actively listen and engage in peer discussions, which can be equally beneficial for their learning. Moreover, it ensures that students remain invested in the hotseat sessions, even if they are not directly involved.
* **Hotseat Session Structure:**
* The use of a mini case is a powerful pedagogical tool. It immerses students in realistic scenarios, allowing them to apply theoretical knowledge to practical problems. The mini case could involve challenges such as market entry strategies, cross-cultural marketing issues, or global brand management, thereby simulating the complexities of international marketing.
* The multiple questions posed during the hotseat session likely cover various aspects of the mini case, requiring students to think critically and holistically about the situation. These questions may encourage them to consider market research, segmentation, targeting, positioning, pricing, distribution, and promotion strategies in an international context.
* **Evaluation Criteria for Hotseaters:**
* The evaluation criteria for students in the hotseat are designed to assess a range of skills and competencies crucial for success in international marketing:
  + **Ability to Analyze Information:** Hotseaters must demonstrate their capacity to dissect and comprehend complex international marketing scenarios, considering cultural, economic, and political factors.
  + **Usage of Relevant Concepts:** Applying theoretical knowledge to real-world problems is essential. Hotseaters are expected to integrate international marketing concepts, theories, and frameworks into their responses.
  + **Correct Response to Questions:** Accuracy in answering questions reflects their depth of understanding and ability to think critically under pressure.
  + **Proactiveness in the Discussion:** Engaging actively with peers, facilitating discussions, and contributing insights indicate leadership and collaboration skills, which are essential in international marketing teams.

**Share and tell:**

* To enhance the practical application of international marketing concepts, students will be required to deliver mini talks on relevant topics related to the assigned chapters. These talks should incorporate real-world examples from our daily lives, such as videos, news pieces, or interviews, and demonstrate how these examples relate to the covered international marketing concepts. By connecting theory to real-life situations, students can deepen their understanding, develop critical thinking skills, and gain insights into the practical implications of international marketing in various contexts. This exercise encourages students to actively explore and analyze the relevance of international marketing principles in the world around them, fostering a deeper appreciation for the subject matter.

**In-Class Activities:**

* In-class activities will be held as needed to make sure students actively participate in the learning process, and to provide a platform for students to apply marketing theories to real-world scenarios. This will help maintain focus and interest in the taught subjects.

**Participation:**

* Student participation is crucial for a vibrant classroom environment, fostering engagement and diverse perspectives.
* Students are encouraged to ask questions, share examples, suggest ideas, and contribute relevant perceptions during class discussions.

**Preparation:**

* Students are required to come to class prepared by reading the assigned chapter beforehand, ensuring active engagement during class discussions and activities. This practice enhances comprehension, enables meaningful participation, and fosters a more productive learning environment.

Top of Form

**Group Project:**

* Students will be asked to form groups of maximum 3 students each. Each group has to select a leader who is going to be responsible for organizing the team work.
* Each group will be responsible for meeting the deadlines in a timely manner.
* During the semester at the selected date, each group has to present their project.
* A peer evaluation has to be handed to the instructor in case of a conflict within the group.
* A written report has to be handled before the presentation.
* A comprehensive project description can be found both at the end of this syllabus and on Moodle.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 3% | Share and Tell |
| 7% | Quizes |
| 15% | Hotseat |
| 15% | Term Exam |
| 20% | Final Project |
| 40% | Final |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |
| --- |
| **Topics** |
| **Part 1: The Global Marketing Environment**  2. The Global Economic Environment  3. The Global Trade Environment  4. Social and Cultural Environments  5. The Political, Legal, and Regulatory Environments  **Part 2: Approaching Global Markets**  6. Global Information Systems and Market Research  7. Segmentation, Targeting, and Positioning  8. Importing, Exporting, and Sourcing  9. Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances  **Part 3: The Global Marketing Mix**  10. Brand and Product Decisions in Global Marketing  11. Pricing Decisions  12. Global Marketing Channels and Physical Distribution  13. Global Marketing Communications Decisions I: Advertising and Public Relations  14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication  15. Global Marketing and the Digital Revolution |

**The syllabus is tentative. The instructor holds the right to change the content of the syllabus, students will be notified with any changes.**

**Project Description: International Marketing Interview and Analysis**

In this project, you will have the opportunity to conduct an interview with a company that has a significant international presence. The purpose of the interview is to gain insights into the company's international marketing strategies and practices. You will be responsible for preparing a set of interview questions, which should cover key areas of international marketing. Before conducting the interview, you will need to share your proposed questions with the instructor for feedback and approval.

The interview should delve into the following major areas:

A. Segmentation, Targeting, and Positioning (STP):

Explore how the company identifies and targets specific customer segments in different international markets. Investigate their approach to positioning their products or services to meet the needs and preferences of these target markets.

B. Four P's of Marketing:

Examine the company's strategies related to product, price, promotion, and place (distribution) in their international markets. Analyze how they adapt these elements to suit local market conditions and consumer preferences.

C. Mode of Entry:

Discuss the company's mode of entry into international markets. Investigate whether they use direct exports, licensing, joint ventures, acquisitions, or other entry modes. Explore the reasons behind their chosen mode of entry and the benefits and challenges associated with it.

D. Political, Economic, and Cultural Challenges:

When examining how the company navigates political, economic, and cultural challenges in their international operations, it is important to explore their strategies for dealing with various factors that can impact their business in different countries. Some of the key challenges they may face include government regulations, trade barriers, currency fluctuations, cultural differences, and socio-political instability.

E. Adaptation versus Standardization:

Discuss the company's approach to product and marketing strategy adaptation versus standardization across different international markets. Investigate whether they tailor their offerings and marketing messages to suit local preferences or maintain a standardized approach globally.

Upon completing the interview, you will be required to submit the following components as part of your final delivery:

A. Proof of Interview:

Provide evidence of the interview, such as a transcript, recording, or meeting minutes, to validate the authenticity of the information gathered.

B. Answers to Interview Questions:

Compile the comprehensive responses provided by the company representatives to the questions asked during the interview. Ensure that the answers are accurate and detailed.

C. Reflection on the Answers:

Write a reflective analysis synthesizing the concepts and theories learned in the international marketing class. Evaluate the company's international marketing strategies and practices based on the knowledge gained in the course. Discuss any similarities or differences between the company's approach and the theoretical concepts covered in class. Offer critical insights and recommendations based on your analysis.

This project will provide you with valuable real-world insights into international marketing strategies and challenges. It will also allow you to apply the theoretical knowledge acquired in the course to a practical setting. The in-depth analysis of the interview responses will enhance your understanding of the complexities involved in international marketing and sharpen your analytical and critical thinking skills.

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals:**

1. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
  3. Analyze a given business decision using integrative techniques, structures, and frameworks.

1. **Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.
  3. Structure logic and frame quantitative analysis to solve business problems.