**Course Syllabus**

**Spring 2024**

**Samar Mohammad Baqer, PhD., Fulbright**

**International Marketing 441/01A**

**Lecture Time and Location:**

**MKT 441 / 01A**  : International Marketing 441/01A

Mon and Wed 3:30 – 04:45 PM – Room C3 1005

**Final Exam** 19-May-2024, 11:00 AM

**Contact Information:**

**Location** : Management and Marketing Department - First Floor – Office S1 B1-1006

**Email** : [SAMAR.BAQER@ku.edu.kw](mailto:SAMAR.BAQER@ku.edu.kw)

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**Office Hours** : Mon and Wed 12:30 to 1:50 or by appointment on Teams

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : First Floor, Department of Management and MarketingZone A

**Email** : shaden.almustafa@ku.edu.kw

**Office Hours** : TBA

**Tutorial** : Will be announced

**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** : Warren Keegan & Mark Green, Global Marketing, (10th edition), Prentice Hall 2020)

**Additional Material** : Will be distributed in class

**E-Learning System** : None

**Course Website** : None

**Course Requirements and Policies:**

**Nature of the Course**

1. Students have to participate in class.
2. There will be certain reading assigned to the students from which they will prepare for their exams.
3. In this course, there will be one midterm and a final exam. The exams will be mostly in the form of essay questions.
4. Every week students will be assigned a case and/or homework.
5. **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**

**Individual Work:**

* + Each student is supposed to work individually on the assignments and cases and turn them in by the specified due date. Sometimes we will do it in class.
  + Students will be graded individually during the project presentation.
  + **All students’ work should be typed** (no handwritten work will be accepted).

**Group Project:**

Students will be asked to work on the course project which focuses on preparing country analyses and a marketing plan for a product of the students’ choice. A detailed description of the project will be provided for the students.

* + Students will be asked to form groups of a minimum of 3 students each.
  + Each group has to select a leader who is going to be responsible for organizing the team work. Group leaders have to give me a weekly report (one paragraph) that describes the group work during the week.
  + Each group has to prepare a proposal (one page) that describes the project’s plan. (refer to the schedule for dates)
  + **A peer evaluation has to be handed to the instructor at the end of the semester.**
  + Students have to stick to the project’s guide lines that will be provided. If a group’s work appeared to be completed by a different party or agency, the entire project grade will be deducted from the group.

**In-Class Tests:** A midterm and a final.

**Participation:** Compulsory

**Class Preparation – Readings, Videos, and Online Quizzes:** Will be announced

**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

**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 MLA 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** |
| Exam 1 | 15 % |
| Final | 40 % (two parts 20 % each) |
| Project | 20% |
| Presentation | 5% |
| A/P | 10% |
| HW and in-class work | 10% |

**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:**

|  |  |  |
| --- | --- | --- |
| **Week (Mon , Wed)** | **SUBJECT** | **DELIVERABLES** |
| **W1** 5,7 Feb | * + Introduction to the course and emerging issues   + Introduction to global marketing: Ch1 |  |
| **W2** 12,14 Feb | * + The Global Marketing Environment (Economic & Trade Agreements): Ch. 2, 3 |  |
| **W3** 19,21 Feb | * + The Global Marketing Environment (Economic & Trade Agreements): Ch. 2, 3 |  |
| **W4** 26,28 Feb | * + Happy liberation day ☺   + The Global Marketing Environment (Social and Cultural & Political and Legal): Ch. 4,5 | The beauty of culture exercise |
| **W5** 4,6 Mar | * + The Global Marketing Environment (Social and Cultural & Political and Legal): Ch. 4,5 |  |
| **W6** 11,13 Mar | * + Happy Ramadan ☺   + Segmentation and Targeting: Ch. 7   + Importing, Exporting & Sourcing: Ch. 8 | Project outlines due |
| **W7** 18,20 Mar | * + Importing, Exporting & Sourcing: Ch. 8   + Licensing, Investment & Strategic Alliances: Ch. 9 | Let’s talk politics and marketing |
| **W8** 25,27 Mar | * + EXAM   + Licensing, Investment & Strategic Alliances: Ch. 9 |  |
| **W9** 1,3 April | * + Product and Brand Decisions: Ch. 10   + Pricing Decisions: Ch. 11 |  |
| **W10** 8,10 April | * + Pricing Decisions: Ch. 11   + Happy Eid |  |
| **W11** 15,17 April | * + Pricing Decisions: Ch. 11   + Marketing Channels and Distribution: Ch. 12 | Guest Speaker report |
| **W12** 22,24 April | * + Marketing Channels and Distribution: Ch. 12 | Project updates |
| **W13** 29 April, 1 May | * + Global Marketing Communications (Advertising and PR): Ch. 13 |  |
| **W14** 6,8 May | * + Global Marketing Communications (Sales promotions, personal selling): Ch. 14 |  |
| **W15** 13 May | * + Presentations day ☺ |  |
| **May 19th** | * + Final Exam ☺ 11 AM | Final Document Due |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Thursday Feb 8th | OFF – Israa and Me’eraj |
| Sunday and Monday Feb 25th & 26th | OFF – National and liberation days |
| Monday March 11th | Ramadhan ☺ |
| Saturday March 16th | LAST DAY to withdraw from classes |
| Tuesday – Saturday April 9-13 | OFF - Eid Al Fitr Break |
| Monday May 13th | Last day of classes (Presentations week) |
| Sunday May 19th | Final Exam 11 AM |

**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:**

**PLG1: General Business Knowledge:** 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:** Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).

**PLG2: Communication Competency:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

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

**PLG3: Analytical Competency**

**Student Learning Objectives:**

* + Use appropriate analytical techniques to solve a given business problem.
  + Critically evaluate multiple solutions to a business problem.
  + Make well-supported business decision

**PLG4: Ethical Competency**

**Student Learning Objectives:**

* + Identify the ethical dimensions of a business decision.
  + Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
  + Formulate and defend a well-supported recommendation for the resolution of an ethical issue.