
SYLLABUS

Date/ Revision January 19, 2017
Faculty Business and Social Sciences
Approval Dr. Samuel Prasetya

SUBJECT : INTERNATIONAL MARKETING

1. Identification of Subject:

Name of Subject : International Marketing
Code of Subject : INMG-3100
SKS / ECTS : 3 SKS
Semester : 5
Study Program : B-MGT/B-IBA
Lecturer : Dr (cand) Wulan, MBA, Norman Yachya, MBA, Mega Saffira, MA, Y.
Fransisca, MM & Dr. Samuel Prasetya

2. Competency

After having the course, students are expected to:

- a) understand the scope and challenges of international marketing
- b) Develop an analytical method for international marketing analysis
- c) Develop an understanding of global consumer and Business to Business marketing strategies
- d) Gain an understanding of regional issues in global marketing

3. Description of Subject:

This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. Students will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.

4. Learning Approach

Approach : Combination of expository - inquiry and collaborative
Method : Discussions, questions/answers, sample problems/cases
Student Task : Quizzes and group projects
Media : LCD projector

5. Evaluation

- a) Non-attendance maximum : 25%
- b) Homework/Projects : 20 points
- c) Presentation, Simulation : 10 points
- d) Quiz : 10 points
- e) Final Examination : 60 points
- Total : 100 points

6. Contents/Topics of Lecturing:

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
1	An overview of international marketing	Chapter 1 & 2	Group project assignment
2	The Cultural Environment of Global Markets: <ul style="list-style-type: none"> • The Foundations of culture • Cultural Dynamics in assessing global markets • Culture, management style, and business systems 	Chapter 3, 4, 5	
3	Developing a global vision through marketing research	Chapter 8	
4	Economic development <ul style="list-style-type: none"> • America • Europe • Asia Pacific • Africa • Middle East 	Chapter 9, 10, 11	Quiz 1
5	Global Marketing Management : Planning and Organization	Chapter 12	
6	Products and services for consumers	Chapter 13	
7	Review	Chapter 1-13	Quiz 2 Draft 1
8	Semester Break: Only Make-Up Classes		
9	Products and services for businesses	Chapter 14	
10	International marketing channels	Chapter 15	
11	Integrated Marketing Communications and International Advertising	Chapter 16	
12	Personal Selling and Sales Management	Chapter 17	Quiz 3
13	Pricing for International Markets	Chapter 18	
14	Negotiating with international customers, partners and regulators	Chapter 19	
15	review		Quiz 4 Draft 2
16	Semester Break: Only Make-Up Classes		
17	Final Examination	All Chapters	

7. Book Reference:

a) Main Textbook

Philip R. Cateora, Mark C. Gilly & John L. Graham, International Marketing, 16th Edition, McGraw-Hill/Irwin

b) Supplement Articles

Various online journal articles