

Course Title	International Marketing Management
Course Code	MKT3321
Recommended Study Year	Any
No. of Credits/Term	3
Mode of Tuition	Sectional Approach Class
Contact Hours	3-hour lecture per week
Category	Free Elective
Discipline	-
Prerequisite(s)	BUS2205 - Marketing Management
Co-requisite(s)	NIL
Exclusion(s)	NIL
Exemption Requirement(s)	NIL

Brief Course Description

This course is aimed at developing the skills that are required by a Marketing Manager working in an international context. All students, either through International Business courses or the ‘Global Business Environment’ module should be aware of the major international environmental changes that are impacting the marketing field, this course aims to allow students the opportunity to understand how such forces are dealt with in practical situations and how the International Marketing Manager needs to account for the international environment when developing and implementing marketing strategies. By the end of the course students should have a greater understanding of the practical difficulties of international marketing and should be able to contribute to the development of marketing strategies for international markets in organisations which they later may join.

Aims

The course is designed specifically to integrate the core concepts of marketing management with concepts of international business and cross-cultural management. The course aims to support the assurance of the Business Programme level learning objectives through providing further emphasis on the functional aspect of marketing, additionally it aims to fulfill the learning objectives related to international perspectives and understanding of ethical issues.

Learning Outcomes

On completion of this course, students will be able to:

1. Describe the nature of international marketing and its value for modern business with particular emphasis on the globalization of modern business and external demands for corporate social responsibility and ethical conduct in an international dimension. (LO1)
2. Explain the basic concepts, principles and practices associated with international marketing management. (LO2)
3. Apply knowledge gained in other courses to the understanding of marketing management in an international setting. (LO3)
4. Analyze international marketing situations and make appropriate decisions. (LO4)
5. Present a credible business case in a team setting. (LO5)

Indicative Contents

Global Marketing Environment: Global economic environment, financial environment, global cultural environment and buying behavior, political and legal environment. This part will discuss how local business ethical environment may affect a firm’s international marketing practices.

Development of Competitive Marketing Strategy: Global marketing research, global segmentation and positioning, global marketing strategies, global market-entry strategies and global sourcing strategy: R&D, manufacturing, and marketing interfaces.

Global Marketing Strategy Development: global product policy decision I: Developing new products for global markets, global product policy decision II: Marketing products and services, global pricing, communicating with the world consumer, sales management, global logistics and distribution and export and import management.

Managing Global Operations: Planning, organization, and control of global marketing operations, global marketing and the internet and global internet consumers.

Teaching Method

The teaching of this module will reflect that this is an applied rather than a theoretical course. Use of real-life current marketing examples will be made and references supplied to ongoing marketing challenges facing companies operating in the international environment. Students will be provided with a number of cases and articles from the business press related to the topics in the course.

As the course relates to international marketing students will be encouraged to look at marketing practices in other countries and compare them with what they are familiar with in Hong Kong, examples of media from other countries will be provided. This is also the basis of the major assignment for the course which requires students to consider the extent to which a particular marketing campaign has been adapted for the international environment. To further reflect the practical nature of the course students will be asked to present the findings of their major assignments.

All students are encouraged to ask questions at any time preferably in class so that all students may benefit. Current examples that students can provide from any media source will be appreciated and supplying such examples will go some way to improving students marks for participation.

Measurement of Learning Outcomes

1. Case study report requires team to address social responsibility and ethical issues in a global perspective where appropriate. Final examination assesses comprehension of, and ability to describe international marketing management concepts, theories and principles. Particular emphasis is given to social responsibility and ethics in a global perspective. (LO1, LO2, LO3 and LO4)
2. In addition to 1, problem-based continuous assessment requires students individually or in teams to explain the applicability of concepts, theories and principles of international marketing management to real life problem situations. (LO1, LO2 and LO4)
3. Teams comprise, where possible, students from more than one specialization with a view to applying a variety of perspectives to a business problem and the case study. Final examination specifically requires students to apply past learning in addressing the case and examination questions. (LO3, LO4 and LO5)
4. The major project requires students to analysis a real life company situation and to propose solutions and recommendations. (LO4 and LO5)
5. Major project presentations require students to present findings orally to critique groups. The credibility of the presentation plus the ability of the team to answer questions are assessed. The project report is assessed for logicity, flow or argument and feasibility of recommendations.

within an international marketing domain. (LO4 and LO5)

Assessment

(1) Continuous Assessment:	50%
<i>Case Study (10%)</i>	
<i>Participation (5%)</i>	
<i>Project and Presentation (20%)</i>	
<i>Mid-term Test (15%)</i>	
(2) <u>Final Examination:</u>	50%
	Total: 100%

Required/Essential Readings

Keegan, Warren J. and Mark C. Green, Global Marketing, N.J., Pearson/Prentice Hall, 11th ed., 2025

Recommended/Supplementary Readings

Books

Cateora, Philip, Mary Gilley and John Graham, International Marketing, Boston, MA: McGrawHill, 16th ed.: 2012

Czinkota, Michael and Ikka Ronkainen, International Marketing, South-Western, 2011

Ghauri, Pervez and Philip Cateora, International Marketing, McGraw Hill, 4th ed: 2014

Johansson, Johny K. Global Marketing: Foreign Entry, Local Marketing & Global Management. McGraw Hill, International Edition, 5th ed., 2009.

Kotabe, M. and Helsen, K., International Marketing, Sixth Edition. Wiley, 2015

The Changing Face of the Asian Consumer: Insights and Strategies for Asian Markets, Bernd Schmitt, McGraw Hill, 2013

Terpstra, Vern, James Foley and Ravi Sarathy, International Marketing, 10th Edition, The Naper Press, 2012.

Usunier, Jean-Claude and Julie Anne Lee, Marketing Across Cultures, 6th ed., London: Prentice Hall, 2013

Scholarly Journals and Practitioner-Oriented Magazines

Pacific International Journal of Marketing Campaign

Journal of World Business

Journal of International Consumer Marketing

Journal of Global Marketing

International Marketing Review

International Journal of Advertising

Journal of International Marketing

Journal of International Marketing and Exporting

Journal of International Marketing and Marketing Research

Marketing and Research Today

Important Notes:

- (1) Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
- (5) Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>.