

MIB 503 International Marketing Management

1st Term 2023-2024

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Office Hours:	Mon. 10:00-12:00
(By appointment)	Tue. 10:00-12:00
Time and Venue	Mon. 13:30-16:30 SEK G09

Brief Course Description:

Drawing on students' existing understanding of the international environment and their basic knowledge of marketing management, this course provide students with the knowledge of the cultural issues relevant to the development of an organization's international marketing planning; enable students to confidently analyze and solve culturally related marketing problems in order to facilitate the achievement of an organization's international marketing objectives; and deepen students awareness and understanding of the cultural complexities associated with the international marketing of products and services.

Aims:

This course aims to provide students with fundamental concepts in managing international marketing operation. It focuses on major types of decisions and problems facing marketers in an increasingly dynamic and competitive global environment. In this graduate level course, emphasis will be placed on the functional aspects of international marketing. Real-life current international marketing examples will be used for discussions where applicable. This course also aims to fulfill the learning objectives related to the understanding of theories and practices of marketing, cultural diversity, and the international business trends.

Learning Outcomes:

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

1. Explain the basic concepts, theories and practices associated with international marketing management;
2. Describe the nature of international marketing and its value for modern business with particular emphasis on the globalization of modern business and cultural diversity issues in an international dimension;
3. Analyze international marketing situations and make appropriate decisions;
4. Present project findings and recommendations as well-reasoned and fully substantiated managerial judgments with confidence.

Indicative Content:

Global Market Environment: Introduction to Global Marketing, international social and cultural environments. This part will discuss how the local social and cultural environment may affect a firm's international marketing practices.

Approaching Global markets: Global information systems and market research, global segmentation, targeting and positioning, global marketing strategies.

Global Marketing Mix: Global brand and product decisions, global pricing, global marketing channels and physical distribution, global marketing communications decisions I: Advertising and Public Relations, global marketing communications decisions II: Sales Promotion, Personal Selling and special forms of marketing communication.

Strategy and Leadership in the Twenty-First Century: Leadership, Organization, and Corporate Social Responsibility.

Teaching Method:

There will be a mixture of lectures, discussions and case studies. The lecture will provide a structure for studies and further readings. An important objective of interactive class exercises is to stimulate analysis, problem solving and team work.

Measurement of Learning Outcomes:

1. Class discussions measures students' ability to explain concepts and apply these to analyze international marketing issues in the current international business setting.
2. Individual case study requires students to address cultural issues in a global marketing perspective.
3. Group project requires students to analyze a real life company situation and to propose solutions and recommendations. The project report is assessed for logicality, flow or argument and feasibility of recommendations within an international marketing domain.
4. Group presentations require students to present their solutions to an international marketing issue orally in a professional manner. The credibility of the presentation plus the ability of the team to answer questions will be assessed.
5. Final examination assesses understanding of, and ability to describe international marketing management concepts, theories and principles.

Specific assessment methods/tasks	Weighting	Course Intended Learning Outcomes to be assessed			
		1	2	3	4
Participation	10%	√			
Individual assignment	10%		√	√	
Group project:	40%	√	√	√	√
<i>Project write-up (25%)</i>					
<i>Project presentation (15%)</i>					
Final Examination	40%	√	√		
TOTAL	100%				

Assessment:

Academic dishonesty and plagiarism will automatically result in a failing grade. The final letter grade for the course is based on the following distribution:

Continuous Assessment as follows	60%
Class participation	10%
Individual Assignment	10%
Group Project	40%
- <i>Project Presentation (15%)</i>	
- <i>Written Group Report (25%)</i>	
Final Examination	<u>40%</u>
TOTAL	100%

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 3* hours of class contact and 6* 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 summarized 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/>.

Class Participation (10%)

Students are actively encouraged to ask questions in class. Students who display an

interest in the subject score higher in participation. Taking an active part in group discussions or clear leadership in group projects/presentations also adds to participation marks. Students lose participation marks for low attendance, continuing lateness, disturbing behaviour, etc. However, high attendance does not mean a high participation mark.

Individual Assignment - International Marketing Case Studies (10%)

You are required to write a **report of 1200 - 1500 words (i.e., 5 - 6 pages, font 12, double line spacing)** on a case study topic related to International Marketing Management (a word count must be shown at the end of the report). The case will be distributed in class. Please pay attention to the notes on referencing and plagiarism. The report should be submitted via Turnitin on Moodle **by 30 Oct, 11:59 pm.**

Group Project and Presentation (40%)

Your team is working as management consultants for a consumer product company. The company wants to evaluate its existing international marketing strategies for this product. Your team is required to analyze, compare, explain and evaluate the international marketing strategies for this particular product, and make recommendations based on your findings. Specifically, you are required to identify and comment on:

- The standardization/ localization decisions
- Segmentation strategy
- The positioning of the product
- Product policy
- Pricing policy
- Distribution Policy
- Advertising Strategy (including media choice)
- Other Promotional Tools

For all of these you need to **make a comparison** between the strategies used in the **China** market and those used in other countries, you need to **explain** why differences in

marketing strategies exist in different markets, and **evaluate** their effectiveness. Based on your findings, **make recommendations** to the client firms on their international marketing strategies.

There are a number of sources of information you can use:

- Overseas magazines: this may be a good place to start, selecting an advertisement for a product that you are familiar with in China
- The Internet: check the company website, check if different versions of the website exist for different countries.
- Check retail websites in different countries, just as wellcomehk.com exists in China, similar supermarket sites exist in other countries. This may aid you in getting important information on things such as pricing, product packaging, positioning etc.
- Look in stores which sell parallel imports - how does that product differ from that normally available in China
- Try to schedule an interview with the product manager in China ask him/her about the extent to which marketing decisions are globalized or locally standardized.
- Try to schedule an interview with the product account director or account manager of the advertising agency that handles the product in China.
- Travel: if you are out of China or know a friend / relative travelling out of China ask them to buy a product for you noting where they bought it, price, etc. Compare the product and packaging, etc. with that available in China.

You will be marked on the following:

Project Presentation (15%)

A group needs to make a professional **20-minute presentation** outlining its

analysis and providing the reasons for its choice. **Overlong** presentations will be **penalized**. Each group member should speak. Formal dressing is preferred. Please be on time for your presentation and make sure equipment is working well before your presentation begins. You should not read out the whole project report, concentrate on a few areas or examples which the class may find interesting and maybe can discuss. You **will not be penalized** for not covering all the areas of the report in your presentation, rather you will be **rewarded** for making an interesting and professional presentation complete with appropriate examples.

Report (25%)

In your report let me know of other ideas that you came up with for collecting information on the international marketing of your chosen product. Reports should have **sections on introduction, methodology, findings, recommendations, conclusions, etc.** It must be double-spaced in 12-point font, with 2.5cm margins on four sides, and should be within 20 pages (excluding cover page, content page, references, and appendices), and should be submitted via Turnitin on Moodle by **10 Dec, 11:59 pm.**

You may need some assistance or advice with your project. Please don't hesitate to contact me for help if you need it. Obviously I am more impressed with students who seek assistance at an early stage and can show that they have made some efforts of their own before approaching me.

Final Exam (40%)

The final exam will cover everything that has been included in the course. It is normally in essay format, requiring students to answer questions from a variety of issues related to the course. Open book exam will be arranged in case face to face exam is not feasible due to pandemic.

Required/Essential Readings:

Keegan, W. J. and Green, M. C., *Global Marketing* (Global Edition), 10th Edition, Pearson, 2020.

This is an accessible text of around the right depth, which focus on the importance of emerging nations in contemporary global marketing. However, knowledge seeking cannot be restricted to only one textbook. Students are advised to explore and study other related reading materials in an adequate manner.

Recommended/Supplementary Readings:

Books

Alon, I., Jaffe, E., Prange, C. and Vianelli, D., *Global Marketing: Contemporary Theory, Practice, and Cases*, 2nd Edition, McGraw Hill, 2017.

Cateora, P., Gilley, M., Graham, J., and Money, R. *International Marketing*, 17th Edition, Boston, MA: McGraw Hill, 2016.

Fletcher, R. and Brown, L., *International Marketing: An Asia-Pacific Perspective*, 7th Edition, Pearson Education Australia, 2017.

Kotabe, M. and Helsen, K., *Global Marketing Management*, 7th Edition, Wiley, 2017.

Terpstra, V., Forley, J. and Sarathy, R., *International Marketing*, 11th Edition, The Dryden Press, 2016.

Scholarly Journals and Practitioner-Oriented Magazines

Business Horizon

International Journal of Research in Marketing

Journal of Academy of Marketing Science

Journal of Advertising

Journal of Advertising Research

Journal of International Business Studies Journal of Marketing

Journal of Marketing Research Journal of Retailing

Marketing Letters

Marketing Science Management Science

The Economist

Fortune