

COURSE FILE SUMMARY

COURSE INFORMATION

College / Institute / Centre	Of Management & Technology	Department	Marketing&International business
Programme Title	Bachelor of Business Administration	Programme Code	
Course Title	International Marketing	Course Code	EA812
# Hours	-----2----- Lecture	-----2----- Lab / Tutorial	-----3----- Credit
Pre Requisites :			

COURSE DESCRIPTION

Providing an overall understanding of international marketing and the adaptation to foreign business, factors hindering international success including uncontrollables.

COURSE OBJECTIVES

Students should be able to know how to adapt their products to Foreign countries, and differentiate between dealing domestically, internationally & globally

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	Ph.D in Marketing	Interpersonal skills computer skills	
Tutorials	MBA major Marketing	Interpersonal skills computer skills	
Laboratories / Workshops			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1	2	Chapter 1: The Scope and Challenge of International Marketing
2	...2...	2	Continue The Scope and Challenge of International Marketing
3	...3...	2	Chapter 4: Cultural Dynamics in Assessing Global Markets
4	...4...	2	Continue Cultural Dynamics in Assessing Global Markets
5	...5...	2	Chapter 5: Culture, Management Style, and Business Systems
6	...6...	2	Continue Culture, Management Style, and Business Systems
7	...7...	2	7 th week exam
8	...8...	2	Chapter 6: The Political Environment: A Critical Concern
9	9	2	Cont. Chapter 6: The Political Environment: A Critical Concern
10	10	2	Chapter 8: Developing a Global Vision through Marketing Research
11	11	2	Chapter 9: Emerging Markets
12	12	2	Project presentations
13	13	2	Continue Emerging Markets
14	14	2	Chapter 16: Integrated Marketing Communications and International Advertising
15	15	2	Continue Integrated Marketing Communications and International Advertising
16	16	2	Final Exam.....

TEXT BOOKS

Code*	Description
.....	International Marketing, Cateora and Graham, 13 th edition, Prentice Hall
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READING AND OTHER RESOURCES

Code*	Description
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TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	...1...	2	"Starbucks Going global Fats" – textbook page 596.....
2	...2...	2	"Starbucks Going global Fats" – textbook page 596, Discussion questions Text book Page 25, questions 1,2, 4, 5 & 6
3	...3...	2	Case 2 – Coke & Pepsi learn to Compete in India --- page 604
4	...4...	2	Cont. Case 2 – Coke & Pepsi learn to Compete in India --- page 604
5	...5...	2	Discussion questions CH 4 Text book Page 120, questions 1, 2, 3, 4 & 8.....
6	...6...	2	Introduction to case 3 -- Euro Disney – page 614
7	7	2	Solving the 7 th week exam
8	8	2	Cont "Euro Disney Case "
9	9	2	Discussion questions 1, 2, 3 & 4...Ch 5
10	10	2	Nestle case
11	11	2	Case page -650 – Marketing at the bottom of the pyramid.....
12	12	2	Project Revision
13	13	2	Cont Case page -650 – Marketing at the bottom of the pyramid
14	14	2	Revision
15	15	2	Revision

