

SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

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		Course Particulars		
#:EA812		Title: International Marketing		
		Session Particulars		
#:1	Title: The scop	e & challenge of international marketing	Hrs:2	
		EARNING OUTCOMES / ABILITIES GAINE	ED*	
#		Outcome Description		
l	International Marke	eting Defined		
II	The International M	Marketing Task		
	A. Marketi	ng Controllables		
	B. Domest	ic Uncontrollables		
	C. Foreig	n Uncontrollable		
III	International Marke	eting Defined		
IV	The International M	Marketing Task		
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Prepared by: Dr Dalia Farag Designation

Name Sign Date Approved by : Dr Khaled Hanafy

Designation Name Sign Date

<u>Lecture</u>
Source Material
Text book
Supplementary Material
Educational Resources
White Board
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		Course Par	RTICULARS	
#:EA	۸	Title: International Ma	rketing	
		Session Par	RTICULARS	
#:2	Title: The scop	e & challenge of interna	ational marketing	Hrs:2
		EARNING OUTCOMES	/ ABILITIES GAINE	D*
#		Outcom	ne Description	
l	Self-Reference Cri	terion: An Obstacle		
II	Becoming Internati	onal		
	A. Phases	of International Marketing	Involvement	
	B. Internat	ional Marketing Concepts	· }	
	1. Don	nestic Market Expansion (Concept	
		ti-Domestic Market Conc	-	
		bal Marketing Concept		
		Markets and Global Mark	eting	
		ping A Global Awareness	•	
Dro	pared by : Dr Dali	a Farag	Approved by : F	Or Khaled Hanafy
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	Course Particulars
#:EA812	Title: International Marketing

	Session Particulars	
#:3	Title: Chapter 4 Cultural Dynamics in Assessing Global Markets	Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
l	Global Perspective: Equities and eBay—Culture Gets in the Way
II	Culture's Pervasive Impact
III	Definitions and Origins of Culture
	A. Geography
	B. History
	C. The Political Economy
	D. Technology
	E. Social Institutions
IV	Elements of Culture
	A. Cultural Values
	B. Rituals
	C. Symbols
	D. Beliefs
	E. Thought Processes

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		COURSE PARTICULARS	
#:EA	812	Title: International Marketing	
		Session Particulars	
#:4	Title: Cultural D	ynamics in Assessing Global Markets	Hrs:2
	L	EARNING OUTCOMES / ABILITIES GAI	NED*
#		Outcome Description	
	B. Cultural Ser	sus Interpretive Knowledge asitivity and Tolerance	
	Cultural Change A. Cultural Bo B. Similarities C. Resistance t D. Planned and	An Illusion	
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		COU	RSE PARTICULARS	
#:E	۸812	Title: Internat	ional Marketing	
		Sess	SION PARTICULARS	
#: .5	Title: Chapt Systems	er 5 Culture, Manage	ement Style, and Business	Hrs:2
		LEARNING OUT	COMES / ABILITIES GAIR	NFD*
# I	Business Custo	oms and Practices in	Outcome Description	
II	Global Perspec	ctive: Do Blonds Hav	ve More Fun in Japan?	
III	Required Adap	ptation		
•	A.	Degree of Adaptatio	n	
	В.	Imperatives, Elective	es, and Exclusives	
Pro	pared by : Dr	Dalia Farag	Annroyed by	: Dr Khaled Hanafy
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	Course Particulars
#:EA812	Title: International Marketing

	Session Particulars	
#:6	Title: Culture, Management Style, and Business Systems	Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*	
IV	Management Styles around the World	
	A. Authority and Decision Making	
	B. Management Objectives and Aspirations	
	C. Communication Styles	
	D. Formality and Tempo	
	E. P-Time versus M-Time	
	F. Negotiations Emphasis	
V	Gender Bias in International Business	
VI	Business Ethics	
	A. Corruption Defined	
	B. The Western Focus on Bribery	
	C. Bribery: Variations on a Theme	
	D. Ethical and Socially Responsible Decisions	
VII	Culture's Influence of Strategic Thinking	

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		Course	Particulars
#:E	EA812	Title: International	l Marketing
		Session	Particulars
#:7.	Title: 7 th week	exam	Hrs:2
		EARNING OUTCOM	MES / ABILITIES GAINED*
#			tcome Description
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	r epared by : Dr Dal	ia Farag	Approved by : Dr Khaled Hanafy
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	Course Particulars	
#:EA812	Title: International Marketing	

	Session Particulars	
#: .8	Title: Chapter 6 The Political Environment: A Critical Concern	Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description		
l	The Sovereignty of Nations		
II	Stability of Government Policies		
	A. Political Parties		
	B. Nationalism		
III	Political Risks of Global Business		
	A. Confiscation, Expropriation, and Domestication		
	B. Economic Risks		
	1. Exchange Controls		
	2. Local-Content Laws		
	3. Import Restrictions		
	4. Tax Controls		
	5. Price Controls		
	6. Political Sanctions		
	C. Political and Social Activists		
	1. Violence and Terrorism		
	2. Cyber Terrorism		

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	Course Particulars
#:EA812	Title: International Marketing

	Session Particulars	
#: .9	Title: The Political Environment: A Critical Concern	Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
l	Assessing Political Vulnerability
	A. Politically Sensitive Products and Issues
	B. Forecasting Political Risk
ll	Reducing Political Vulnerability
	A. Good Corporate Citizenship
	B. Managing External Affairs
	C. Strategies to Lessen Political Risk
	1. Joint Ventures
	2. Expanding the Investment Base
	3. Marketing and Distribution
	4. Licensing
	5. Planned Domestication
	D. Political Payoffs
III	Government Encourage of Global Business
	Foreign Government Encouragement

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	Course Particulars
#:EA812	Title: International Marketing

	Session Particulars	
#:10	Title: Chapter 8 Developing a Global Vision through Marketing Research	Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
I	Breadth and Scope of International Marketing Research
II	The Research Process
	Defining the Problem and Establishing Research Objectives
III	Problems of the Availability and Use of Secondary Data
•	A. Availability of data
	B. Reliability of data
	C. Comparability of data
	D. Validating secondary data
IV	Gathering Primary Data—Quantitative and Qualitative Research
V	Problems of Gathering Primary Data
	A. Ability to Communicate Opinions
	B. Willingness to Respond
	C. Sampling in Field Surveys
	D. Language and Comprehension
	1. Back Translation
	2. Parallel Translation
	3. Decentering
VI	Multicultural Research—A Special Problem

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		Course Particu	JLARS
#:E/	A812	Title: International Marketin	ng
		Session Particu	JLARS
#:11.	Title: Chapter 9	Emerging Markets	Hrs:2
		EARNING OUTCOMES / ABI	LITIES GAINED*
# l		Outcome Deve: Wal-Mart, Tide, and Thre	escription
II	Marketing and Ed	conomic Development	
	B. NIC Grown C. Informatio D. Objectives E. Infrastruct	Economic Development th Factors n Technology, the Internet, a s of Developing Countries ure and Development s Contributions	nd Economic Development
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Prepared by : Dr Dalia Farag

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	Course Particulars
#:EA812	Title: International Marketing

		SESSION PARTICULARS	
#:12	Title: Emerging Markets		Hrs:2

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
III	Marketing in a Developing Country
	A. Level of Market Development
	B. Demand in a Developing Country
IV	Developing Countries and Emerging Markets
	A. The Americas
	B. Eastern Europe and the Baltic States
	C. Asia
	D. Newest Emerging States
V	Strategic Implications for Marketing
I	

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#· E /	4812	Title: International I	Marketing	
# <i>LF</i>	4012	Title. International i	Marketing	
		Session F	PARTICULARS	
#:13.	Title: project p	resentations		Hrs:2
		EARNING OUTCOME	ES / ARII ITIES GAIN	JED*
#			come Description	
		Cuio	omo Bocomption	
	Each group should	present his project to r	eflect what they have	studied in this course
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	pared by : Dr Dali	ia Farag		Dr Khaled Hanafy
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#:EA812	Title: International Marketing	
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COURSE PARTICULARS

	Session Particulars	
#:14	Title: Chapter 16: Integrated Marketing Communications and International Advertising	Hrs:2

	Learning Outcomes / Abilities Gained*
# l	Outcome Description Global Perspective: Barbie vs. Mulan
II	Sales Promotions in International Markets
	A. International Public Relations B. International Advertising
III	Advertising Strategy and Goals
	Product Attribute and Benefit Segmentation Regional Segmentation

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COURSE PARTICULARS

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#:EA8	312	Title: International Marketing	
		Session Particulars	
#:15	Title: Integrated International A	Marketing Communications and dvertising	Hrs:2
		EARNING OUTCOMES / ABILITIES	GAINED*
#		Outcome Description	n
IV '	The Message: Crea	tive Challenges	
	A. The Commu	inications Process	
	B. Legal Const		
	C. Linguistic L		
	D. Media Limi		
		and Cost Limitations	
V	Media Planning and	l Analysis	
	A. Tactical Con		
	B. Specific Me	dia Information	
VI	Campaign Execution	n and Advertising Agencies	
VII	International Contr	ol of Advertising: Broader Issues	•••••
VII		of Advertising. Divader issues	
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#			Outcome Description
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