



SESSION PLAN

***Lecture / Tutorial / Laboratory / Workshop**

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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#:1...	Title: The scope & challenge of international marketing	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
... I....	International Marketing Defined
... II....	The International Marketing Task
.....	A. Marketing Controllables
.....	B. Domestic Uncontrollables
.....	C. Foreign Uncontrollable
...III....	International Marketing Defined
...IV....	The International Marketing Task
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#:EA.....	Title: International Marketing.....
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SESSION PARTICULARS

#:2	Title: The scope & challenge of international marketing	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

Outcome Description

#	Outcome Description
...I....	Self-Reference Criterion: An Obstacle
...II....	Becoming International
	A. Phases of International Marketing Involvement
	B. International Marketing Concepts
	1. Domestic Market Expansion Concept
	2. Multi-Domestic Market Concept
	3. Global Marketing Concept
	C. Global Markets and Global Marketing
	D. Developing A Global Awareness
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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
...I....	Global Perspective: Equities and eBay—Culture Gets in the Way
...II....	Culture’s Pervasive Impact
...III....	Definitions and Origins of Culture <ul style="list-style-type: none"> A. Geography B. History C. The Political Economy D. Technology E. Social Institutions
...IV....	Elements of Culture <ul style="list-style-type: none"> A. Cultural Values B. Rituals C. Symbols D. Beliefs E. Thought Processes
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#:EA812.....	Title: International Marketing.....
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SESSION PARTICULARS

#:4...	Title: Cultural Dynamics in Assessing Global Markets	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
...V....	Cultural Knowledge A. Factual versus Interpretive Knowledge B. Cultural Sensitivity and Tolerance
...VI....	Cultural Change A. Cultural Borrowing B. Similarities: An Illusion C. Resistance to Change D. Planned and Unplanned Cultural Change E. Consequences of Innovation

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COURSE PARTICULARS

#:EA812.....	Title: International Marketing.....
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SESSION PARTICULARS

#: .5.....	Title: Chapter 5 Culture, Management Style, and Business Systems	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
...I....	Business Customs and Practices in Global Marketing
...II....	Global Perspective: Do Blonds Have More Fun in Japan?
...III...	Required Adaptation
	A. Degree of Adaptation
	B. Imperatives, Electives, and Exclusives

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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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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	
#:EA812.....	Title: International Marketing...

SESSION PARTICULARS		
#: .8.....	Title: Chapter 6 The Political Environment: A Critical Concern	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
...I....	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
...I....	Assessing Political Vulnerability A. Politically Sensitive Products and Issues B. Forecasting Political Risk
...II....	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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#: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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> A. Ability to Communicate Opinions B. Willingness to Respond C. Sampling in Field Surveys D. Language and Comprehension <ul style="list-style-type: none"> 1. Back Translation 2. Parallel Translation 3. Decentering
...VI...	Multicultural Research—A Special Problem

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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#:11...	Title: Chapter 9 Emerging Markets	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
...I....	Global Perspective: Wal-Mart, Tide, and Three-Snake Wine
...II....	Marketing and Economic Development
	A. Stages of Economic Development
	B. NIC Growth Factors
	C. Information Technology, the Internet, and Economic Development
	D. Objectives of Developing Countries
	E. Infrastructure and Development
	F. Marketing's Contributions
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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
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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#:13...	Title: project presentations	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Each group should present his project to reflect what they have studied in this course
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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing...

SESSION PARTICULARS		
#:14...	Title: Chapter 16: Integrated Marketing Communications and International Advertising	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
...I....	Global Perspective: Barbie vs. Mulan
...II....	Sales Promotions in International Markets
	A. International Public Relations
	B. International Advertising
...III....	Advertising Strategy and Goals
	A. Product Attribute and Benefit Segmentation
	B. Regional Segmentation

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#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#:15...	Title: Integrated Marketing Communications and International Advertising	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
...IV....	The Message: Creative Challenges A. The Communications Process B. Legal Constraints C. Linguistic Limitations D. Media Limitations E. Production and Cost Limitations
...V....	Media Planning and Analysis A. Tactical Considerations B. Specific Media Information
...VI....	Campaign Execution and Advertising Agencies
...VII....	International Control of Advertising: Broader Issues
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#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#: .16.....	Title: final exam	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Final Exam.....
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