



浙江大學

MAKT913
International Marketing

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International Marketing

Instructor Contact Details

Lecturer-in-charge: TBA

Email: wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Time: to be announced, and by appointment

Teaching Times, Modes and Locations

The Time: TBA

Modes: Online/Face-to-face

Location: Anywhere via online/Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Postgraduate

Units of Credit

The course is worth 6 units of credit

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long Australian university course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Course Description:

Acknowledge and recognise the great competition of global market is very important. This course introduces various concepts and tools for analyzing the achievement and sustainability of competitive advantage for businesses through maintaining effective and efficient global marketing operations. This course aim to explain the international marketing strategies and evaluating markets, such as competitors, external environment: culture, economy, technology, politics/law, market opportunities, etc.

A deep understanding of market opportunities, changes, and techniques to master, develop, evaluate and implement international marketing strategies at the corporate, regional and local levels of international marketing environment. Through the study of theory and practice, students will have a good conceptual understanding of the field of international marketing literature and internet based global information, so that can be firmly rooted in the reality of the global market.

Prerequisite:

The foundations of marketing will enable students to gain a better understanding of this unit.

Learning Resources

Global Marketing, Green, Mark C & Keegan, Warren J. 10th Edition, (2019), Pearson.

International Marketing - An Asia Pacific Perspective; Fletcher R; Crawford H; 6th Ed (2014), Pearson.

Learning Objectives

By the end of this course you should be able to:

- Identify concepts, principles and types of global marketing arrangements and plans.
- Analyse the international marketing strategies, operations, and performance of global enterprises within international marketing environments.
- Identify factors and trends, both internal and external ones, that influence the strategic decision-making process and changes of the local and global markets.

- Describe the marketing mix as a process, and as a set of complex tools used in catering to the needs of the global consumer.
- Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team and develop cohesive marketing strategies for companies in the globe.

Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.
- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and others sessions will be run during weekdays.

Topics and Course Schedule:

Topic	Activities
Orientation	
Introduction to Global Marketing	Lecture; Tutorial
The Global Economic Environment The Global Trade Environment	Lecture; Tutorial

Social and Cultural Environments	Lecture; Tutorial
The Political, Legal, and Regulatory Environments	
Global Information Systems and Market Research	Lecture; Tutorial
Segmentation, Targeting, and Positioning	Lecture; Tutorial
Seminar	
Importing, Exporting, and Sourcing	Lecture; Tutorial
Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	Lecture; Tutorial
Seminar	
Brand and Product Decisions in Global Marketing	Lecture; Tutorial
Pricing Decisions	
Global Marketing Channels and Physical Distribution	Lecture; Tutorial
Global Marketing Communications Decisions I: Advertising and Public Relations	Lecture; Tutorial
Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication	
Global Marketing and the Digital Revolution	Lecture; Tutorial
Strategic Elements of Competitive Advantage	Lecture; Tutorial

Leadership, Organization, and Corporate Social Responsibility	Lecture; Tutorial
Revision	
Final exam	



Assessments:

Class participation	10%
Quiz	15%
In class test	15%
International Marketing Cultural Analysis research (Group work)	20%
Final exam	40%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate

All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically strong

All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas

Work is well-written and stylistically sound, with a minimum of syntactical errors

All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas

Work is adequately written, with some syntactical errors

Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas

Written style inappropriate to task; major problems with expression

Most criteria not clearly or adequately addressed

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's

commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - Expulsion;
 - Suspension;
 - Zero mark/fail grade;
 - Marking down;
 - Re-doing/re-submitting of assignments or reports; and
 - Verbal or written warning.