



浙江大學

MAKT513
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

Undergraduate

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:

Marketing is a very dynamic subject where decision making is at the centre of the marketing process. One of the most prominent trends in recent years has been the globalisation of markets for goods and services. This course will enable students to gain analytical skills essential in creating international marketing plans and develop the marketing mix elements in an international environment. International marketing is an important subject in the marketing discipline and builds on the concepts learnt in marketing management into the international market. The conceptual material taught throughout this course will be further developed through class activities, case studies and a final project. This unit will be looking into the various factors that influence marketing strategies in an international setting. Topics cover international economic environments; social and cultural aspects of market environments; legal and political environments; distribution channels; market entry methods; pricing and promotional strategies, and how to complete a comprehensive international marketing plan.

Prerequisite:

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

Learning Resources

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:

- Explain the influence of global developments on international marketing and business.
- Identify factors, both internal and external ones, that influence the strategic decision-making process.
- Describe the marketing mix as a process, and as a set of complex tools used in catering to the needs of the global consumer.

- Demonstrate importance of endeavouring to satisfy consumers through meeting their needs and establishing a consumer-oriented organisation.

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 of the course and basic concepts	Lecture; Tutorial
The Dynamics of the International Business World	Lecture; Tutorial
Geography and History: The Foundations of Cultural Understanding	Lecture; Tutorial
Cultural Dynamics in International Marketing	Lecture; Tutorial
The International Political and Legal Environment	Lecture; Tutorial

Seminar	
Researching into International Markets	Lecture; Tutorial
Emerging Markets and Market Trends	Lecture; Tutorial
Seminar	
Multinational Market Regions and Market Groups	Lecture; Tutorial
International Marketing Strategies International Market Entry Strategies	Lecture; Tutorial
Exporting, Managing and Logistics Developing Consumer Products for International Markets	Lecture; Tutorial
Marketing Industrial Products and Business Services The International Distribution System	Lecture; Tutorial
Advertising, Promotion and Personal Selling in a global environment	Lecture; Tutorial
Ethics and social vision of international marketing	Lecture; Tutorial
Revision	
Final exam	

Assessments:

Class participation	10%
Quiz	15%
In class test	15%
Case study and research	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.

