



浙江大學

**MAKT513**

**International Marketing**

# MAKT513

## International Marketing

### Instructor Contact Details

Lecturer-in-charge: Wenjie Tang  
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Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China  
Consultation Time: Book appointment by sending email to: wlwyxy\_29@zju.edu.cn

### Teaching Times, Modes and Locations

Course Duration: 23 Dec 2024 to 10 Jan 2025  
Modes: Online/Face-to-face  
Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

### Academic Level

Undergraduate

### Credit Points:

The course is worth 6 units of credit point.

### Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long 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, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### Course Description:

Marketing is a very dynamic subject where decision making is at the center of the marketing process. One of the most prominent trends in recent years has been the globalization 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:

N/A

### Learning Resources

- Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, 10th edition, Cengage Learning, 2022

### 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 endeavoring to satisfy consumers through meeting their needs and establishing a consumer-oriented organization.

### 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 other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction of the course and basic concepts	Lecture; Tutorial
1	The Dynamics of the International Business World	Lecture; Tutorial
1	Geography and History: The Foundations of Cultural Understanding	Lecture; Tutorial
1	Cultural Dynamics in International Marketing	Lecture; Tutorial
1	The International Political and Legal Environment	Lecture; Tutorial
2	Seminar	
2	Researching into International Markets	Lecture; Tutorial
2	Emerging Markets and Market Trends	Lecture; Tutorial
2	Quiz	Closed book
2	Multinational Market Regions and Market Groups	Lecture; Tutorial
2	International Marketing Strategies International Market Entry Strategies	Lecture; Tutorial
3	Exporting, Managing and Logistics Developing Consumer Products for International Markets	Lecture; Tutorial
3	Marketing Industrial Products and Business Services The International Distribution System	Lecture; Tutorial
3	Advertising, Promotion and Personal Selling in a global environment	Lecture; Tutorial
3	Ethics and social vision of international marketing	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Close book

Assessments:

Class participation	15%
Quiz	15%
Assignment	20%
Final exam	50%

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 programs 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.