



SYLLABUS

MKTG 470 International Marketing

Instructor: John Price

Language of Instruction: English

UO Credits:4

Contact Hours*: 40

Total Hours of Student Engagement (THSE) in all course activities*: 120

VIENNA, AUSTRIA

COURSE DESCRIPTION

In this course, we examine how political, economic, social and technological differences between countries influence marketing strategy. In particular, we will examine how businesses must adapt their product, price, promotion and distribution to such differences between countries.

COURSE OBJECTIVES

Students who successfully complete this course will:

- Classify countries by according to their political system, economic development and cultural dimensions.
- Analyse how differences affect the marketing mix of a wide variety of businesses.
- Recommend how various businesses should implement a marketing strategy based on knowledge of such theories.

INSTRUCTIONAL METHODOLOGY

This course will use the case method of instruction. The case method uses case studies which put you in the role of business executives facing real-life situations. In response to the case studies, you must produce an analysis of the case study which we will discuss in class. I will also lecture on topics from our textbook related to the case studies in order to provide background information that will help you in your analysis. The case method will be further reinforced by excursions related to the case studies.

METHOD OF EVALUATION (GRADING)

You will be evaluated based on the following:

Case Study Analyses:

You will be given two case studies to analyse. You will write an analysis of five double-spaced pages in response to questions that I will provide. Your analysis should use evidence in the case study combined with theoretical knowledge from the lectures and textbook to support recommendations that you make to the business executive in the case study.

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Examinations:

You will sit a mid-term a final examination. Both examinations will cover material presented in the lectures and the textbook, not from the case studies. The final examination is not cumulative.

Final Project:

You will be randomly assigned to a group of two or three other students. Your group will visit a cultural site in Vienna and Salzburg. Based on design principles that we will discuss in class, your group will document how well these cultural sites use these design principles and how they might change in order to optimise the visitor experience.

Assignment	Percent of Final Grade
Case Study Analyses (2)	40
Examinations (2)	40
Final Project	20

COURSE OUTLINE

Week	Topic	Assignment
1	Introduction to Global Marketing	
		Ruth's Chris Case Study
2	The Global Economic Environment	
		Cola Wars in China Case Study
3	Regional Marketing Characteristics and Preferential Trade Agreements	
		China's Trade Disputes Case Study
4	The Political, Legal, and Regulatory Environments	Talisman Energy Case Study
		Mid-term Examination
5	Segmentation, Targeting, and Positioning	
		First Caribbean International Bank Case Study
6	Brand and Product Decisions in Global Marketing	
		Global Branding of Stella Artois Case Study
7	Pricing Decisions	
		Cherries with a Charm Case Study
8	Global Marketing Channels	Carvel Ice Cream Case Study

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	and Physical Distribution	
		Final Examination

COURSE READINGS

A digital textbook is required for this course. It will be available for purchase online at a cost of approximately \$113. Ordering information will be made available after the program enrolment is confirmed.

Keegan, W. & Green, M. (2016). Global Marketing. 9th edition. Boston, MA: Pearson.