



WARMADEWA UNIVERSITY

Course Syllabus

INTERNATIONAL BUSINESS AND MARKETING – WIP33B04

International Program

5 ECTS

1. Course Description

This course covers the scope and challenges of international marketing, international trade dynamic environment, culture, legal, business systems of global market, global market politics opportunities and, how to develop a global marketing strategy. The course provides guidance in developing analytic framework for decision making based on recent developments in the field of International Marketing. The course outlines the latest global issues, discipline, competition and the skills needed in designing strategic decisions based on a global perspective.

2. Objectives

By the end of this course students should be able:

- 1) To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.
- 2) To understand how companies adjust their international strategies based on global environmental changes.
- 3) To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

3. Lecturing Method

The course will be presented in the form of lecture activities, classroom assignments and discussions, case studies, special topic presentation, and homework. Students will be working primarily on the basis of the textbook, though additional materials will be assigned from time to time. In order to understand the material covered in this course it is crucial that students read the material before class session to be able to contribute thoughtfully to the class discussions and exercises.

4. Assessment Method

Class attendance 10 %, Class participation and assignments 30 %, Mid-term exam 30 %, Final exam 30 %

5. Lecturers

Team

6. Lecture Topics

Week	Lecture Topics
1	The scope and challenge of international marketing & the dynamic environment if international trade
2	Cultural dynamics in assessing global market
3	Culture, management style, and business systems
4	The political environment & the international legal environment
5	Developing a global vision through marketing research
6	Economic development and the Americas
7	Europe, Africa and the Middle East; The Asia Pacific Region
8	Middle Test
9	Global Marketing Management & product and services for consumer
10	Product and services for business
11	International marketing channel
12	Integrated marketing communication and international advertising

13	Personal selling and Sales Management
14	Pricing for international markets
15	Negotiating with international customers, partners, and regulators
16	Final Test

Workload

INTERNATIONAL BUSINESS AND MARKETING																		
16 weeks																		
Weeks per semester																		
TOTAL hrs																		
Independent work	Homework, assignments	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	24
	Workshops			4														4
	Exam preparation							9								10		19
	Company visits, excursions										4							4
	Preparation for presentations and papers			2		2		2			2		2		2			12
	Preparation for class		2	2	2	2	2	2			2	2	2	2	2	2	2	24
	Follow-up for class		1	1	1	1	1	1			1	1	1	1	1	1	1	12
	Final essay paper																10	10
	Course evaluation																	2
	Workshops and Excursion Paper				2								2					4
																	115	
Hrs of exams																	2	
Mandatory class attendance																	2	
Class Weekly hrs ~2																	2	
																	26	
TOTAL WORKLOAD PER COURSE (HOURS)																	145	
TOTAL ECTS																	5	