

1. Course Description

The last three centuries have seen a consistently growing globalisation of business. One of the primary tasks in International Business is to determine growth opportunities through identifying, prioritizing, entering and growing international markets. The objective of this course is to enable students to understand the issues involved in all of these and to equip them with tools and frameworks for developing business in International Markets.

2. Course Intended Learning Objectives (Aim)

Course Intended Learning Outcomes	Teaching and Learning Activities	Assessments/ Activities
To identify the causes and motivations for the internationalization of firms.	Lectures, readings, case discussions, projects.	Project work, case analysis
To explore and practice basic concepts in Marketing	Lectures, readings, case discussions, exercises	Case analysis and exercise, project work.
To determine issues that add to the complexity of developing International Markets	Lectures, readings, case discussions, exercises.	Case analysis and exercise, project work.
To develop International Marketing plans.	Lectures, readings, case discussions.	Case analysis, project work.

3. Scheme of Evaluation

Case analysis	20 marks
Quizzes	20 marks
Written Project	10 marks
End term	50 marks

4. Academic Integrity & Other Policies

Papers

All papers should be on A4 pages, in Times New Roman, 12-point font with 1-inch margins and use footnotes to cite sources. All papers will be due on the date specified in the syllabus via e-mail to your section head. THERE ARE NO EXTENSIONS OR MAKE-UP FOR THESE ASSIGNMENTS AND NO EXCEPTIONS WILL BE MADE.

A Note on Classroom Punctuality/Conduct:

JSLH conducts all classes on a foundation of professionalism. It is expected that students should be present in class and seated within five minutes of the class start time. Students arriving after a ten-minute window from the designated start time will be refused entry/attendance. Please show courtesy to your instructors and co-learners by observing punctuality. Please also note that the seminar room is a place for free expression and critical thinking and this comes with a responsibility on the part of students to respect opinions expressed and actively participate in the work of the

classroom discussion.

A Note on Plagiarism:

In line with JGU policy, JSLH operates a zero-tolerance approach to Plagiarism. The unacknowledged use of material by others within your work is a violation of academic integrity and all reported cases will be investigated before potential disciplinary action. Instructors will address methods of citation and presentation within written work.

5. Course Material

Text books

Philip Catoera et al; International Marketing; McGraw Hill; 18th Edition

6. Pedagogy

Every concept will be taught with the related case study. The instructor himself has an extensive experience of writing cases. His own published cases with Ivey Publishing will be used

7. Session Plan (each session is of 3 hours)

Session	General Topic	Approach/Pedagogy
1	Introduction to the course and to Marketing Basics	Lecture, Discussion
2	Marketing Basics (contd)	Case discussion
3	Marketing Basics: Understanding Consumer Behaviour	Exercise and discussion
4	Marketing Basics: Understanding Brands	Case analysis and discussion
5	The Cultural Environment of International Markets – The CAGE Framework	Lecture, Discussion, Case Analysis and Discussion
6	Organizational Culture and Cross-Cultural Issues in International Markets	Case Analysis and Discussion
7	Assessing Global Market Opportunities: International Market Research	Lecture, Discussion, Presentation
8	Global Marketing Management: Planning and Organization	Lecture and Discussion
9	Products and Services for International Markets	Lecture, Discussion, Case Analysis and Discussion
10	International Marketing Channels	Lecture, Discussion, Case Analysis and Discussion
11	International Marketing Communications and Advertising	Lecture, Discussion, Case Analysis and Discussion
12	Pricing for International Markets	Lecture, Discussion, Case Analysis and Discussion
13	Marketing in a digital world	Lecture, Discussion, Case Analysis and Discussion
14	Wrap-up case	Case Analysis and Discussion
15	International Marketing Plan Presentations	