

CET Syllabus of Record



Program: CET Prague

Course Title: International Marketing

Course Code: PR/MKTG 325

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / Business, International Business

Language of Instruction: English

Prerequisites/Requirements: Prior coursework in Economics or Business is recommended but not required

Description of the course

This course equips students with tools and concepts to explore and understand marketing practices in a global environment. Students address both the opportunities and challenges relating to international marketing, international trade, and the business systems of global markets, and study the cultural, political and legal aspects involved in international marketing. Finally, students gain an understanding of how to develop successful global marketing strategies.

This course is designed to provide students with real-world, current examples of international marketing issues through lectures, case study discussions, guest speakers, company visits and group assignments. Marketing theories and methodologies developed from an international perspective are tested and examined through case studies specific to the Czech Republic and post-socialist economies.

Objectives

- To acquire the basic knowledge and concepts relating to global problems and issues in the business world.
- To understand how companies in international markets adjust their global strategies to deal with political risk and vulnerabilities.
- To become more sensitive to cultures through the analysis of social, political, legal, and economic forces involved in international marketing.
- To develop public speaking and teamwork skills.
- To understand the latest trends in the Czech Republic and Europe and how companies use marketing strategies and tools to impact their stakeholder and communities.

Course Method & Requirements

The course employs lectures, case studies, class discussions, short films, group/team work, guest lecturers, and field-based factory visits to promote and enhance student engagement with the material. Active student involvement is essential to their success in the course, and students are expected to apply the theory-based knowledge acquired during the course to analyze and resolve "real" problems of international marketing as presented in the case studies.

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Students are expected to abide by CET's Attendance Policy.

Methods of Evaluation

The final grade is determined as follows:

Participation	20%
Group presentation of practical cases	20%
Final exam	30%
Individual presentation of Marketing Case Project	30%

Primary Texts

Hollansen, Svend, *Essentials of Global Marketing*. Essex: Pearson Education Limited, 2012 (2nd ed.)

Ghuri, Pervez and Cateora, Philip R. *International Marketing*. Berkshire: McGraw Hill, 2014 (4th ed.). McGraw Hill

Selected articles from *Journal for East European Management Studies*.

Recommended Additional Resources

Online sources

<http://www.businessweek.com/> (*Business Week*)

<http://www.fortune.com/> (*Fortune Magazine*)

<http://www.online.wsj.com/> (*The Wall Street Journal*)

<http://www.hbr.org/> (*Harvard Business Review*)

Outline of Course Content

Topic 1

Introduction to the course

Global marketing in the firm

Introduction to "Internationalization"

Topic 2

Internationalization theories

Concepts of national culture

Development of the firm's international competitiveness

Topic 3

The political and economic environment

The sociocultural environment

Topic 4

Market segmentation

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The international market selection process

Topic 5

Czech case study
Business cases assigned to groups
Project design

Topic 6

Trends in the globalization of markets

Topic 7

Emerging economies and entry modes

Topic 8

Marketing to the base of the population pyramid

Topic 9

Social media marketing in global context

Topic 10

International buyer-seller relationships

Topic 11

Product and pricing decisions

Topic 12

Distribution and communication decisions

Topic 13

Cross-cultural sales negotiations

Topic 14

Organization and control of the global marketing strategy