

Format revised 2023  
Syllabus revised in 2024

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**ISB – INTERNATIONAL SCHOOL OF BUSINESS**

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**DEPARTMENT OF MARKETING****COURSE TITLE: INTERNATIONAL MARKETING****COURSE CODE: BUMKIT320****3 Semester Credits****1. DESCRIPTION**

This course further develops the main principles of marketing by exploring the strategic implications of marketing in different countries and cultures and identifying specific marketing techniques and the modifications necessary to accommodate cultural differences. Topics include global marketing, marketing planning, segmentation, culture and business customs, political and legal factors and restraints, economic and technological development, and the international monetary system.

**2. OBJECTIVES**

Upon successful completion of this course, students will be able to:

- Research and analyze foreign market potential
- Develop an appreciation of various environments that influence international marketing: the risks and opportunities in economic, cultural, political, legal-regulatory, technological, and competitive forces
- Target the right consumer with the right product or service, comparing consumer differences and similarities across different markets
- Learn how advertising, promotion, sales-management, distribution, product marketing, and pricing are influenced by the environments of international business
- Make decisions regarding product launch planning and methods of market entry
- Define issues, understand the decision-making framework related to marketing and product development mix, for example, adaptation vs standardization
- Differentiate between, and truly understand challenges involved in implementing International Marketing theory into real-life practical situations

**3. REQUIREMENTS**

Introduction to Marketing or equivalent. Unofficial transcript submission required.

**4. METHOD**

This course consists of lectures, class discussions, projects. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

**5. TEXTBOOK – FURTHER READINGS – RESOURCES**

TEXTBOOK (Copy available at the university library):

- Ghauri, Pervez N. & Cateora, Philip R. *International Marketing*, McGraw Hill, 2021.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

## **FURTHER READINGS**

- Bridgewater, Susan & Egan, Colin. *International Marketing Relationships*, Palgrave, 2002
- Czinkota, Michael R.; Ronkainen, Ikka A. & Zvobgo, Gilbert. *International Marketing*. Andover UK Cengage Learning, 2011

## **LIBRARIES IN FLORENCE**

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

### **BIBLIOTECA PALAGIO DI PARTE GUELFA**

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

[http://www.biblioteche.comune.fi.it/biblioteca\\_palagio\\_di\\_parte\\_guelfa/](http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/)

### **BIBLIOTECA DELLE OBLATE**

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

[www.bibliotecadelleoblate.it](http://www.bibliotecadelleoblate.it)

### **THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE**

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: [www.britishinstitute.it/en](http://www.britishinstitute.it/en)

## **6. FIELD LEARNING**

Please consult your Official Registration for any mandatory field learning dates. Field Learning

Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

## **7. COURSE MATERIALS**

No additional course materials are necessary.

## **8. COURSE FEES**

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

## **9. EVALUATION – GRADING SYSTEM**

10% Attendance

10% Participation

10% Assignments

20% Midterm Exam OR Field learning project in intensive sessions OR Special/Research project in intensive session without FL

25% Final Project

25% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

## 10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

**Absences** are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.
- Hours may be distributed in different formats according to the academic course schedules.

### LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

### TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

**Participation:** Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

## 11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. For exam time and date consult the course addendum. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

Part I: 10 Multiple choice questions

Part II: 10 short-answer questions

Part III: Essay question

The final **Paper/Project** accounts for 25% of the course grade.

- Format: topic, length, guidelines, and due date will be provided by the professor during the course and before week 9

The **Final** exam accounts for 25% of the final course grade. For exam time and date consult the study guide on the course website. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions.

- Part II: 10 short-answer questions.
- Part III: Essay questions;

The Final Exam is cumulative

## 12. LESSONS

Lesson 1	
<b>Meet</b>	In class
<b>Lecture</b>	Introduction to the Scope and Challenge of International Marketing: benefits, challenges facing international business, progression of becoming a global market
<b>Objectives</b>	Get to know each other, understand the academic plan for the semester and understand key principles of international marketing.
<b>Readings/Assignments</b>	Read: From the Text Book, read Chapter 1: The Scope and Challenge of International Marketing, and Chapter 10: International Market Entry Strategies

Lesson 2	
<b>Meet</b>	In class
<b>Lecture</b>	Introduction to the concept of marketing within an international environment and concept of internationalization/globalization: export, licensing, international sales agents or distributors, delocalization of production, strategic alliances, joint ventures, foreign subsidiaries, foreign manufacturing and distribution centers, etc.
<b>Objectives</b>	To have a general understanding of the dynamics of marketing strategies within an international environment
<b>Readings/Assignments</b>	Read: From the Text Book, read chapter 3& 4: Geography and History: the foundation of cultural understanding; Cultural Dynamics in International Marketing

Lesson 3	
<b>Meet</b>	In class
<b>Lecture</b>	The importance of cultural dynamics in international marketing: Values, customs, traditions, beliefs, religions, rituals, artefacts or tangible symbols of culture, subcultures and organizational cultures.
<b>Objectives</b>	To understand the impacts of culture on international marketing.
<b>Readings/Assignments</b>	From the Text Book Read Chapter 5: International Political and Legal Environment

Lesson 4	
<b>Meet</b>	In class
<b>Lecture</b>	The political and legal environment, the economic and technological aspects of external context.
<b>Objectives</b>	To understand key challenges and opportunities that are found in the external marketing environment.
<b>Readings/Assignments</b>	Read: From the Text Book read Chapter 6: Researching International Markets, & Chapter 11: International Segmentation and Positioning Assignment: Students will work in groups to prepare a deep analysis of the external environment dimensions (economic, socio-cultural, technological, political/legal) of a specific country (assigned by the instructor).

Lesson 5	
<b>Meet</b>	In class
<b>Lecture</b>	Market segmentation; analytical variables to segment target markets (age, gender, education, professional position, behaviors, life style, etc.); Methods to research

	international market (primary and secondary data).
<b>Objectives</b>	Gain insight about the concept of global and emerging market and the differences among people's behaviors, attitudes, feelings, culture, etc.
<b>In-class activity</b>	Discussion Video: McDonalds: Segmentation, Targeting, and Positioning: <a href="http://bevideos.mhhe.com/business/video_library/0073362255/swf/Clip_08.html">http://bevideos.mhhe.com/business/video_library/0073362255/swf/Clip_08.html</a> Students will present their group projects about the international external environment.
<b>Readings/ Assignments</b>	Assignment: Select a list of reliable websites that will be the main source of information to segment your target market by doing online marketing research. Groups topics are the same as for the final projects.

<b>Lesson 6</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Select a list of reliable websites that will be the main source of information to segment your target market by doing online marketing research. Groups topics are the same as for the final projects.
<b>Objectives</b>	To understand the importance of market segmentation via online market research
<b>Readings/ Assignments</b>	Revise for the Midterm Exam Read: "Spark innovation through empathic design", Harvard Business Review (Leonard D., Rayport J. F., 1997).

<b>Lesson 7</b>	
<b>Meet</b>	In class
<b>Lecture</b>	MIDTERM EXAM

<b>Lesson 8</b>	
<b>NA</b>	ACADEMIC BREAK

<b>Lesson 9</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Market analysis by using primary data; qualitative methodologies of analysis (focus group, brain storming, ethnographic observation); introduction to the methodology for creating an "International customer experience"
<b>Objectives</b>	To understand the importance of gaining customer insight as a strategic base to plan the entry of your products/services in a new international market
<b>Readings/ Assignments</b>	Assignment: From the Text Book Working in teams, students do ethnographic field study of people all around Florence (try to choose foreign people). Using pictures or video cameras, teams observe their subjects doing activities such as shopping, practicing sports, reading and studying, using new media (tablet, notebook, mobile phones, etc.), etc.

<b>Lesson 10</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Building the user scenario: Each team will work to build in class the "user scenario". Creating a mood board that visually captures the essence of your ideal customer. 15 minutes presentation

	of each group work assignment about the analysis and segmentation of customers, matching the online research results with the ethnographic observation
<b>Objectives</b>	To learn from each other's presentations and class revision. The presentations will increase your confidence, creativity and communication skills.
<b>Readings/Assignments</b>	Read: From the Text Book Read Chapter 15: Product Decisions for International Markets & Chapter 18: Pricing for International Markets (Cateora & Ghauri 2014).

<b>Lesson 11</b>	
<b>Meet</b>	In class
<b>Lecture</b>	The Importance of the Right Product for International Markets and Global Price Positioning
<b>Objectives</b>	To understand how getting the right product and price for your market is key.
<b>Readings/Assignments</b>	From the Text Book Read Chapter 16 International Communication

<b>Lesson 12</b>	
<b>Meet</b>	In class
<b>Lecture</b>	International Distribution and Retailing
<b>Objectives</b>	To understand how distribution and retailing is crucial to international marketing
<b>Readings/Assignments</b>	Read: from the Text Book Read Chapter 17: International Distribution and Retailing

<b>Lesson 13</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Global Communication and Promotion. Key issues that international marketers need to take into account when promoting products or services in overseas markets. Media and new media tools, unconventional and guerrilla marketing, product placement.
<b>Objectives</b>	To understand issues and opportunities concerned with advertising and promotion of international marketing.
<b>Readings/Assignments</b>	Revision for the group work projects

<b>Lesson 14</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Groups FINAL PRESENTATION
<b>Objectives</b>	The presentations will increase your confidence, creativity and communication skills.
<b>Visit</b>	Review of Study Guide in order to prepare for final exam
<b>Readings/Assignments</b>	Review all lectures, papers and information studied in class. Review same subjects on text book in order to prepare adequately to final exam

<b>Lesson 15</b>	
<b>Meet</b>	In class
<b>Lecture</b>	FINAL EXAM