



AUF

*The American
University of Florence*

SYLLABUS

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Academic Affairs

Format revised 2025
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Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

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:

- 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, and interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

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 course participation and completion. Where applicable additional materials may 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

LIBRARY

Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

6. COURSE MATERIALS

No additional course materials are necessary.

7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance
10% Participation
20% Assignments
15% Midterm Assessment
25% Final Project
20% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the "Grading and Evaluation System" section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: https://catalog.fua.it/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The midterm assessment accounts for 15% of the final course grade. It consists of an online submission due on Lesson 6. The instructor will provide specific information on the content and format at due time.

Final Exam: The final exam accounts for 20% of the final course grade. 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

Final Project: The final project accounts for 25% of the course grade.

Format: topic, length, guidelines, and due date will be provided by the professor.

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus.

Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Introduction to the Scope and Challenge of International Marketing: benefits, challenges facing international business, progression of becoming a global market. 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.
Objectives	Understand the academic plan for the semester and understand key principles of international marketing. To have a general understanding of the dynamics of marketing strategies within an international environment
Readings/ Assignments	Read: From the Textbook, read Chapter 1: The Scope and Challenge of International Marketing, and Chapter 10: International Market Entry Strategies. Read: From the Textbook, read chapter 3& 4: Geography and History: the foundation of cultural understanding; Cultural Dynamics in International Marketing. Assignment #1 assigned, due by next class meet.

Lesson 2	
Meet	In class
Lecture	The importance of cultural dynamics in international marketing: Values, customs, traditions, beliefs, religions, rituals, artefacts or tangible symbols of culture, subcultures and organizational cultures.
Objectives	To understand the impacts of culture on international marketing.
Readings/ Assignments	Read: From the Textbook Read Chapter 5: International Political and Legal Environment

Lesson 3	
Meet	In class
Lecture	The political and legal environment, the economic and technological aspects of external context.
Objectives	To understand key challenges and opportunities that are found in the external marketing environment.
Readings/ Assignments	Read: From the Textbook 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). Assignment #2 assigned, due by next class meet.

Lesson 4

Meet	In class
Lecture	Market segmentation; analytical variables to segment target markets (age, gender, education, professional position, behaviors, lifestyle, etc.); Methods to research international market (primary and secondary data).
Objectives	Gain insight about the concept of global and emerging market and the differences among people's behaviors, attitudes, feelings, culture, etc.
In-class activity	Discussion Video: McDonalds: Segmentation, Targeting, and Positioning: http://bevideos.mhhe.com/business/video_library/0073362255/swf/Clip_08.html Students will present their group projects about the international external environment.
Readings/ Assignments	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. FINAL PROJECT OVERVIEW.

Lesson 5	
Meet	In class
Lecture	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.
Objectives	To understand the importance of market segmentation via online market research
Readings/ Assignments	Revise for the Midterm Exam Read: "Spark innovation through empathic design", Harvard Business Review (Leonard D., Rayport J. F., 1997). MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	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"
Objectives	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
Readings/ Assignments	Assignment: From the Textbook 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.

Lesson 7	
Meet	In class
Lecture	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
Objectives	To learn from each other's presentations and class revision. The presentations will increase your confidence, creativity and communication skills.

Readings/ Assignments	Read: From the Textbook Read Chapter 15: Product Decisions for International Markets & Chapter 18: Pricing for International Markets (Cateora & Ghauri 2014). Assignment #3 assigned, due by next lesson.
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Lesson 8	
Meet	In class
Lecture	The Importance of the Right Product for International Markets and Global Price Positioning
Objectives	To understand how getting the right product and price for your market is key.
Readings/ Assignments	From the Textbook Read Chapter 16 International Communication

Lesson 9	
Meet	In class
Lecture	International Distribution and Retailing
Objectives	To understand how distribution and retailing is crucial to international marketing
Readings/ Assignments	Read: from the Textbook Read Chapter 17: International Distribution and Retailing FINAL PROJECT DUE

Lesson 10	
Meet	In class
Lecture	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. Final Presentatio.
Objectives	To understand issues and opportunities concerned with advertising and promotion of international marketing.
Readings/ Assignments	Revision for the group work projects Review all lectures, papers and information studied in class. Review same subjects on text book in order to prepare adequately to final exam

Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM