**ADMS 4210 International Marketing Fall 2019**

**Course Outline**

**COURSE DIRECTOR:**

**COURSE DESCRIPTION:** This course covers the fundamentals of international marketing theory, concepts and management as applied to international firms’ performance in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

**REQUIRED READINGS/TEXTS:** Gerald Albaum, Edwin Duerr, Alexander Josiassen

"International Marketing and Export Management " (8th edition), Pearson Canada, ISBN 978-1-292-01692-4; 978-1-292-01695-5

**COURSE OUTLINE / SCHEDULE:**

| **Week** | **Topic** | **Chapters** | **Case** |
| --- | --- | --- | --- |
| Week 1 | International marketing and exporting  Formation of Groups | 1 |  |
| Week 2 | Bases of international marketing | 2 | Toyota |
| Week 3 | Market selection  Paper presentation | 3, 4, 5 | **IKEA**  **Reading**: The internationalization process of the firm |
| Week 4 | Market entry strategies  Paper presentation | 7 | **Avon**  **Reading**: (1) Choice of foreign market entry mode: impact of ownership, location and internalization factors  (2) Modes of foreign entry: a transaction cost analysis and proposition |
| Week 5 | Export and non-export entry modes  Paper presentation  Review for mid term exam | 8, 9 | **VW in China**  **Reading**: Toward a Theory of International New Ventures |
| Week 6 | Potential Mid-Term Date |  |  |
|  | | | |
| Week 7 | Product decision  Group Presentations  Students receive mid term exam marks | 10 | **GM** |
| Week 8 | Pricing decision  Group Presentations | 11 | **Capitool company** |
| Week 9 | Promotion decision  Group Presentations | 13 | **Christa Clothing International** |
| Week 10 | Shipment and payment  Group Presentations | 12, 14 | **Jaguar** |
| Week 11 | Review for final exam  Group Presentations |  |  |
| Week 12 | Potential final exam |  |  |
|  |  |  |  |

GRADE BREAKDOWN: (TBC/TBD):

Midterm 20%

Marketing Plan 30%

Presentation 30%

Final Exam 20%

Mid-Term Exam – Week 6

Final Exam – Week 12

# Group Presentations: 15 to 20 minutes

* Please rehearse to ensure time compliance; TEST equipment prior; ideally, use classroom computer.

# Marketing Plan Due: Week 12 – start of class - Bind projects - but NO 3-ring binders, please.

Peer Evaluations Due: Week 12 – start of class along with marketing plan

- Late submissions will NOT be accepted.