**ADMS 4210 International Marketing Summer (S1) 2021**

**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** |
| --- | --- | --- | --- |
| Class 1 | International marketing and exporting  Formation of Groups | 1 |  |
| Class 2 | Bases of international marketing | 2 | Toyota |
| Class 3 | Market selection  Paper presentation | 3, 4, 5 | **IKEA**  **Reading**: The internationalization process of the firm |
| Class 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 |
| Class 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 |
| Class 6 | Mid-Term Date |  | Online timed mid term exam |
|  | | | |
| Class 7 | Product decision  Presentations  Students receive mid term exam marks | 10 | **GM** |
| Class 8 | Pricing decision  Presentations | 11 | **Capitool company** |
| Class 9 | Promotion decision  Presentations | 13 | **Christa Clothing International** |
| Class 10 | Shipment and payment  Presentations | 12, 14 | **Jaguar** |
| Class 11 | Review for final exam  Presentations |  |  |
| Class 12 | Final exam |  | Online timed final exam |
|  |  |  |  |

GRADE BREAKDOWN: (TBC/TBD):

Midterm 20%

Project (group project) 35%

Presentation 25%

Final Exam 20%

Mid-Term Exam – 6th class (2 hours)

Final Exam – 12th class (2 hours)

# Presentations: 10 to 15 minutes.

# Project report due: 12th class – Students either submit the project report online or email a copy to the course director.

Deferred Exams**:**Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>