

**KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS**  
**College of Industrial Management**  
**Department of Management & Marketing**

**Course Syllabus-First Semester 2007-2008 (071)**

**MKT420-International Marketing**

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Office Hours:	U.T. 11.20 am after the session and by appointment

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**Teaching Schedule:** U.T. 10:00-11:15

**Classroom:** Room 106

Textbook: Keegan, Warren J. & Green, Mark C. (2005), *Global Marketing*, Upper Saddle River, NJ: Prentice Hall, 4<sup>th</sup> Edition, ISBN: 0-13-196854-8

### **COURSE OBJECTIVES**

A primary objective is to increase students' appreciation of the variety of circumstances around the world to which business firms must adapt when they engage in marketing globally/internationally. Additionally, the difficulties of managing these adaptations and integrating the operations of the firms in different countries and regions will be emphasized. Problems, assignments, and cases will be directed toward the goal of strengthening students' general abilities to analyze and solve marketing problems in the international context.

**PREREQUISITE:** MKT 301-Principles of Marketing

### **INSTRUCTIONAL DELIVERY APPROACH**

For students to learn and use the knowledge they will gain in a practical, real-life way rather than memorize facts long enough to "pass the test.", the principal vehicles to be used in exploring the content of this course will be lectures, class discussions, class assignments, case studies and quizzes. Due to this choice of approach, a high degree of class involvement is necessary in order to ensure effective session outcomes. Therefore, prior to each class meeting, students should read relevant sections of the text, and prepare notes for participation in the discussions.

### **COURSE REQUIREMENTS AND ASSESSMENT**

*Learning outcomes will be measured through:*

#### **1. Mid-Term Examinations - 40% (2@ 20% each)**

Two Mid-Term Exams will be written for this course. The exams will consist of short-essay questions including defining important terms and concepts, multiple choice/true or false questions and application of course principles to business marketing problems. Each exam will cover the most recent chapters of the textbook.

## **2. Quizzes – 10% (2 @5% each)**

Two quizzes, worth 5% each, will be administered during the semester. See course schedule for specific quiz dates. Quizzes could comprise of short answer/essays questions based on lectures and the textbook.

## **2. Group Project- 20% (15% for Final Report and 5% for Presentation)**

Students will be divided into teams of 3-4 groups. However, final course enrolments will determine team size. Each group will be required to produce a final report on international marketing activity. **Do NOT proceed with your project until you have received approval from your instructor on your choice of topic.** The group project output should consist of a 20 minute formal presentation and a report on an international market development project. The class will have 10 minutes for questions and contributions. Details of the project are as follows:

- i) Each team will choose a company and plan an expansion strategy into international markets. You may select a real or hypothetical company. Your team will decide the general or specific product line that the company should offer in the international marketplace and determine the countries where the products/services should be offered. You will also determine where the product should be manufactured and/or the service office(s) located.
- ii) The team is required to produce an approximate 5-10 page report covering all points above and below, plus references and appendices covering all the research and notes that stand behind the recommendations and suggestions.
- iii) Your report should include the following:
  - An executive summary of one page
  - A description of the company or industry you have selected
  - A description of the product offerings with marketing analysis
  - A list of countries (with justifications) where the products/services will be marketed
  - A list of countries (with justifications) where you will manufacture/establish offices
  - Notes on implementation, including timetable, entry strategy, and wider implications

## **3. Final Examination (30%)**

The final examination will be based on all topics covered (in class) during the term, with emphasis on the latter part of the course. It will be primarily multiple-choice questions but may include short answer questions or a short case. Further details of the examination format will be given later in the course.

## **GRADING SCALE**

This will conform to the approved University grading scale (see the Undergraduate Bulletin 2006-2009, pp. 45)

## **WHAT IS EXPECTED FROM STUDENTS**

University regulations on attendance will be strictly enforced (see page 38 of the Undergraduate Bulletin 2006-2009). **No lateness will be tolerated. All mobile phones should be switched off during classes.** Cheating of any type is unacceptable. Any student caught cheating will attract F for the course.

### CLASS SCHEDULE

Date	Topic and Responsibility
Sept 9 & 11	Course Introduction (Sun) Introduction to Global Marketing Ch1 (Tues)
Sept 16 & 18	The Global Economic Environment Ch 2 (Sun) The Global Trade Environment Ch 3 (Tues) <b>First Quiz(Tues Sept. 18 at Room 106)</b>
<b>Sept 23</b>	<b>National Holiday</b>
Sept 25	Social and Cultural Environments Ch 4 (Tues)
Sept 30	The Political, Legal and Regulatory Environments of Global Marketing Ch 5 (Sun)
<b>Oct 3-19</b>	<b>Id al-Fitr Vacation</b>
Oct 21 & 23	Global Information Systems and Market Research Ch 6 (Sun) <b>First Mid-Term Examination (Tues, Oct. 23) Chs 1, 2, 3, 4 and 5</b>
Oct. 28 & 30	Segmentation, Targeting, and Positioning Ch 7 (Sun) Importing, Exporting and Sourcing Ch 8 (Tues)
Nov 4 & 6	Global Entry Strategies: Licensing, Investment, and Strategic Alliance Ch 9 (Sun) Product and Brand Decisions Ch 10 (Tues)
Nov 11 & 13	Pricing Decisions Ch 11 Sun Global Marketing Channels and Physical Distribution Ch 12 (Tues)
Nov 18 & 20	Global Communications Decisions 1: Advertising and Public Relations Ch 13 (Sun) <b>Second Mid-Term Examination (Tues, Nov. 20) Chs 7,12, 13, 14, 15</b>
Nov 25 & 27	Global Communications Decisions II: Sales Promotion, Personal Selling, Special Forms of Marketing Communication Ch 14 (Sun) Group Project Work Presentation I (Tues)
Dec 2 & 4	Group Project Work Presentation II (Sun) Strategic Elements of Competitive Advantage Ch 15 (Tues)
Dec 9 & 11	Group Project Work Presentation III (Sun) Group Project Work Presentation IV (Tues)
<b>Dec.13-28</b>	<b>Id al-Adha Vacation</b>
Dec 30 & Jan 1	Leading, Organizing, and Controlling the Global Marketing Effort Ch 16 (Sun) <b>Second Quiz (Tues Jan. 1 Room 106)</b>
Jan 6 & 8	The Digital Revolution and the Global Electronic Marketplace Ch 17 (Sun) <b>Final Group Work Report Due (Tues, January 8 before 4.00pm)</b>
Jan 13 & 15	<b>Case Analysis or Quiz (Sun, January 13 at Room 106)</b> Course Review (Tues)
Jan 19-29	<b>Final Examinations Chap 8, 9, 10, 11, 17</b>

N.B: Mid-Term Examinations and Quizzes will be held in Room 106.

Any changes in examination venues and schedules will be duly communicated to students.