



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Franklin University Switzerland
Università Cattolica del Sacro Cuore
Forum-Nexus Program
Course Syllabus**

International Marketing

Introduction

The nature of business in the 21st century requires marketers of products and services around the world to take their marketing function to a new level. Having to compete in a globalized business environment characterized by an increase in transparency, proliferation of brands, fragmentation of media, and a changing of stakeholder expectations around the world, international marketers are facing considerable challenges. At the same time, technological innovations, the reduction of trade and investment barriers around the world, and the unequalled access to global markets provide companies today with unprecedented opportunities to market their products internationally.

Course Description

This course focuses on the development of essential understanding, knowledge, and skills for engaging in global marketing activities. It provides a thorough overview of the key dimensions of the international business environment, including political, social, economic, legal, and cultural issues. Special topics emphasized include the growing importance of environmental concerns and dealing with corruption and bribes. The course takes a close look at the various elements of the marketing mix in order to understand how they must be adapted in response to different market conditions, taking into consideration a multitude of competitive, cultural, and social considerations. The relevance and practical application of the international marketing issues discussed will come to life through lectures, class discussions, a project, and visits to leading European companies and global organizations.

Course Objectives

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

1. Understand the important role the international marketing function plays in establishing a firm's competitive advantage at the international level
2. Identify the key economic, political, and social factors that influence the rapidly changing product and service markets around the world
3. Understand the impact of the socio-cultural environment on the formulation of an international marketing strategy
4. Discuss the growing importance of internet technologies and online social networks on global product

and service markets and the international marketing strategy

5. Understand the special characteristics of global country markets and their relevance and implications for international marketers
6. Help develop global marketing strategies that produce the best fit with the organization's long-term interest and the environmental factors that it encounters
7. Understand the past, present, and future of the European Union and the numerous opportunities it offers for international business
8. Become familiarized with the business environment of Spain, Italy, Switzerland, France, and the Netherlands.

Course Requirements

The course requires active student participation. Students are expected to read the required materials before every class. Punctual attendance is required. There will be a midterm, a final exam, a project, and a final presentation. Each student is required to participate in professional visits and cultural visits, as well as in the International IQ Seminar.

Teaching Procedures and Methodology

Teaching methods used in this course include lectures, discussions, case-studies, assignments, and professional and cultural visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. Cultural visits enhance the students' understanding of the history and culture of the country.

Attendance Policy

Students are permitted to miss class only once, due to illness, injury, or another appropriate reason. Missing more than once may result in a letter grade deduction for every additional absence.

Participation in "Europe Today: An International IQ Seminar"

All students also attend **Europe Today: An International IQ Seminar**, a daily session in which students learn about the business environment of each country visited, gain an understanding of essential European geography and current events, discuss their experiences and cross-cultural interactions, get language tips, and identify ways to have an even more immersive study abroad experience. The material covered in the seminar complements the syllabus for this course, and there will be exam questions based on the seminar. Participation in the International IQ Seminar is factored into the grade for this course.

Required Textbook

International Marketing, 5th edition
by Pervez Ghauri and Philip Cateora
Kindle edition
McGraw-Hill, 2021

Additional Reading

Additional articles covering current international marketing issues will be distributed by the instructor throughout the course.

Project & Presentation

Imagine you're the owner of a business that's doing well in your hometown. It's time to expand and you choose Europe. Create a presentation addressing the below topics:

1. Pick a real business from your hometown and explain why this business is worthy of the expansion.
2. Which country will you penetrate (France, Italy, Netherlands, Spain)? Why? How? Make sure to mention your entry mode (exporting, franchising, etc.)
3. Which strategy will you use? Global standardization, localization, etc. Why?
4. How will you manage your supply chain and what will it look like?
5. What economic, political, social, legal considerations do you need to take into account? PESTLE analysis.
6. What will your marketing strategy be? Discuss all 4 Ps.

The project should be about 10-15 pages long, double-spaced, size 12 font, and include a list of references used.

This is an individual project that each student will submit and deliver a presentation highlighting the main points of the project. Each presentation will last about 15 minutes.

Components of Final Grade

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|---------------------|-----|
| Midterm exam | 20% |
| Final exam | 30% |
| Project | 20% |
| Presentation | 20% |
| Class participation | 10% |

Grading Scale

| | |
|------------|----|
| 93-100 % | A |
| 90-92.9 % | A- |
| 87-89.9 % | B+ |
| 83-86.9 % | B |
| 80-82.9 % | B- |
| 77-79.9 % | C+ |
| 73-76.9 % | C |
| 70-72.9% | C- |
| 67-69.9 % | D+ |
| 63-66.9 % | D |
| 60-62.9 % | D- |
| Below 60 % | F |

Course Outline

- Globalization and international business (Ch. 1, 2)
- The Social, Cultural, and Economic Environment in Spain and Italy
- Dimensions of Cultural Differences (Ch. 3, 4)
- The Geography of Europe
- Cultural Differences in Europe: The Spaniard, the Italians, The French, and the Dutch
- The Current Political Environment in Europe
- European Integration: Past and Present
- The Four Most Important Institutions in the EU
- Special Guest Lecture on the Social, Cultural, and Economic Environment in Switzerland by Dr. Marcus Pyka, Franklin University
- Foreign exchange markets

- International Marketing Strategy (Chs. 9, 10, 11)
- The Geography of European Languages and Religions
- Exporting and Importing (Ch. 8)
- International Pricing
- The Current Political Environment in France
- The legal environment in the EU
- Special Guest Lecture on the Social, Cultural, and Economic Environment in the Netherlands by Dr. Kim Ferguson, Royal Netherlands Academy of Arts & Sciences
- European Perspectives on Ethical Issues (Ch. 14)
- Corporate Social Responsibility (Ch. 14)

Academic Integrity

The Forum-Nexus program places a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.