



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



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

**International Marketing**

**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.

**Learning 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 European countries.

## **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 all professional visits and eight independent cultural visits (ICVs).

Teaching methods used in this course include lectures, discussions, field activities, and professional visits. Learning in this course requires the student's constructive participation and active involvement in both class discussions and small group discussions. Small group discussions in particular are a key mechanism for facilitating learning from other team members. Thus, it is essential to attend all group activities inside and outside classes. The professional visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. The visits will be accompanied by individual or group assignments. Cultural visits enhance the students' understanding of the history and culture of each country.

### **Participation in "Europe Today: An International IQ Seminar"**

All students also attend **Europe Today: An International IQ Seminar**, a daily session with occasional distinguished guest lectures. In this seminar, students learn about the culture of each country, 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 some exam questions based on the seminar. Knowledge from and participation in the International IQ Seminar is factored into the grade for this course.

## **Assignments & Grading**

Students will be evaluated with a midterm and a final exam. The basis for these exams will be material covered in class, as well as the readings. Relevant material from the International IQ seminar may be included.

Students will also complete a group project and make a presentation that applies their knowledge to a practical use case. This is a group project of 2-3 students. The group will deliver a 15 minute presentation highlighting the main points of the project in which all group members participate. After the presentation, each student will handwrite, in class, a report summarizing the project and its findings

Active and engaged participation in class is necessary to succeed in this course. This requires solid attendance as well as active participation in class discussions. Students are expected to come to class prepared, having read the assigned readings, and ready to discuss in a respectful, collegial manner with their peers.

## **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.

### **Components of Final Grade**

Midterm Exam	35%
Final Exam	35%
Group Project	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

### **Required Textbook**

**International Business: Competing in the Global Marketplace**, 14<sup>th</sup> ed.  
 by Charles Hill  
 Kindle edition  
 McGraw Hill, 2022

### **Additional Readings**

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

### **Course Outline**

<b>Class</b>	<b>Topic</b>
Module 1	Globalization and international business (Ch. 1) <i>Reading assignment: <a href="#">Airbnb and the sharing economy</a></i>
Module 2	The Social, Cultural, and Economic Environment in Spain and Italy

Module 3	Dimensions of Cultural Differences (Ch. 4)
Module 4	Foreign exchange markets (Ch. 10)
Module 5	Corporate Social Responsibility & Business Ethics (Ch. 5)
Module 6	Cultural Differences in Europe: The Italians, The French, and the Dutch <i>Reading assignment: "Adjusting to the French Culture"</i>
Module 7	The Current Political & Legal Environment in Europe
Module 8	International Business Strategy (Ch. 13) <i>Reading assignment: <a href="#">McDonald's case study</a></i>
Module 9	The Organization of International Business (Ch. 14)
Module 10	Entering Developed & Emerging Markets (Ch. 15) <i>Reading assignment: <a href="#">IKEA's global strategy</a></i>
Module 11	Global Marketing & Business Analytics (Ch. 18)
Module 12	The Social, Cultural, and Economic Environment in Switzerland
Module 13	The Social, Cultural, and Economic Environment in France
Module 14	International marketing strategy (Ch. 18) <i>Reading assignment: <a href="#">Walt Disney Marketing Strategies</a></i>
Module 15	Exporting and Importing (Ch. 16)
Module 16	The Social, Cultural, and Economic Environment in the Netherlands

### **Attendance Policy**

Attendance is a critical component of this course. Students are expected to attend all scheduled class sessions throughout the program. Excused absences are granted only under specific circumstances: documented illness, physical injury requiring medical attention, or other situations that Forum-Nexus staff determine to be valid and appropriate reasons for missing class. Any unexcused absence will lead to a reduction to the overall grade.

### **Academic Integrity**

Franklin University Switzerland, and Università Cattolica place 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.

### **AI Policy**

The use of generative AI tools (e.g. ChatGPT, Dall-e, Grammarly, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your creative ideas for specific writing assignments;

- Finding information on relevant topics related to the course;
- Checking spelling on your writing assignments and presentations.

The use of generative AI tools is not permitted in this course for the following activities:

- Generating a draft of your writing assignments and final presentation.
- Writing entire sentences, paragraphs or responses to complete class assignments.

In sum, any content that you hand in must not be generated by AI software, but it has to represent your intellectual contribution. Unauthorized use of artificial intelligence tools to write your paper or disguise plagiarized work is considered unauthorized assistance in this course and will result in a failing grade on the assignment.