

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and scientific research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: International Marketing and Trading

### 1- Basic Information:

Course Name	International Marketing and Trading
Course ID	IMT.33
Contact Hours (Synchronized Sessions)	28
Contact Hours with the tutor outside the Synchronized Sessions	17
Contact Hours (Registered Sessions)	130
Exam	
Registered Sessions Work Load	
Synchronized Session Work Load	
Credit Hours	7
Course Level	7

### 2- Pre-Requisites:

Course	ID
Marketing	MKG.15

### 3- Course General Objectives:

This course aims to enable the students to critically analyze the international marketing environment; It focuses on political and legal environment, cultural and social environment in addition to the economic environment and understand the market opportunities and challenges for international marketing management. Students should be able to understand the key strategies of entering foreign market by analyzing the advantages and disadvantage of each strategy. Finally Students should also be able to understand how to adapt marketing mix effectively in the international markets.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Gain understanding of the stages a company goes through as its management orientation evolves from domestic and ethnocentric to global and geocentric and discuss the driving and restraining forces affecting global integration today.
ILO2	Gain an appreciation of the marketing implication of different environmental elements such as social, culture, political and legal system, in addition to economic forces that would have an impact on marketing activities internationally.
ILO3	Identify the various source of international market information and compare the way a multinational firms organize the marketing research efforts with the way a global firms approaches the organizing issue.
ILO4	Identify the main international markets entry strategies and assess the advantages and disadvantages of using each methods.
ILO5	Review the basic product that underlie a successful international marketing product, and explain the new product developments in international markets.
ILO6	Identify different pricing strategies' and objectives that influence decisions in international markets.
ILO7	List the guidelines companies should follow when establishing channels and working with intermediaries in international markets.
ILO8	Gain understanding of integrated marketing communication elements and how to adapt these elements to the international markets and identify the most problems associated with marketing communication.

#### 5- Course Syllabus (21hours of total Recorded Sessions, 28hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter 1:nature of international marketing	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b>Cases</b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.

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ILO2	Chapter 2:International social and cultural environment	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b><u>Assignments</u></b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b><u>Cases</u></b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix
ILO2	Chapter 3:political and legal environment	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b><u>Assignments</u></b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b><u>Cases</u></b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO2	Chapter 4: International economic environment	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b><u>Assignments</u></b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b><u>Cases</u></b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO3	Chapter 5: Global Information Management and Global Marketing Research	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b><u>Assignments</u></b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b><u>Cases</u></b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO 4	Chapter 6: International Markets- Entry Strategies	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b><u>Assignments</u></b>	An assignment which may studying and

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				<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b>Cases</b>	examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix. ILO
ILO5	Chapter 7: product Strategies in international markets	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b>Cases</b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO5	Chapter 8: New product development in international markets	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b>Cases</b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO6	Chapter 9: Pricing Strategies in International Markets	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <b>Cases</b>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO7	Chapter 10: Distribution Strategies in International Markets	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	An assignment which may studying and examine real business related to international

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				<input type="checkbox"/> Practices <input type="checkbox"/> <u>Cases</u>	marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO8	Chapter11: Integrated Marketing Communication in International Markets- Advertising	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <u>Cases</u>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.
ILO8	Chapter12: Integrated Marketing Communication Elements in International Markets	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> <u>Cases</u>	An assignment which may studying and examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix.

## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Gain understanding of the stages a company goes through as its management orientation evolves from domestic and ethnocentric to global and geocentric and discuss	Gain understanding of the stages a company goes through as its management	X		X		X

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	the driving and restraining forces affecting global integration today.	orientation evolves from domestic and ethnocentric to global and geocentric					
		assess the driving and restraining forces affecting global integration today	X		X		X
ILO2	Gain an appreciation of the marketing implication of different environmental elements such as social, culture, political and legal system in addition to economical forces that would have an impact on marketing activities internationally.	Gain knowledge about social and culture environment	X		X		X
		Understand the effect of legal and political environment on international business activities	X		X		X
ILO3	Identify the various source of international market information and compare the way a multinational firms organize the marketing research efforts with the way a global firms approaches the organizing issue.	Understand the international marketing environment Discuss how to conduct international marketing research	X		X		X
ILO4	Identify the main international markets entry strategies and assess the advantages and disadvantages of using each methods.	Gain understanding of foreign market entry strategies	X		X		X
		identify and compare the main advantages and disadvantages of foreign market entry strategies	X		X		X
ILO5	Review the basic product that underlie a successful international marketing product, and explain the	Review the basic product that underlie a successful	X		X		X

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	new product developments in international markets.	international marketing product strategies					
		explain the new product developments in international markets	X		X		X
ILO6	Identify different pricing strategies' and objectives that influence decisions in international markets	Identify different pricing strategies' and objectives that influence decisions about pricing product in international markets	X		X		X
		explain the factors 'that affect pricing strategies	X		X		X
ILO8	List the guidelines companies should follow when establishing channels and working with intermediaries in international markets.	List the guidelines companies should follow when establishing channels and working with intermediaries in international markets	X		X		X
		explain the factors 'that affect distribution strategies.	X		X		X
ILO8	Gain understanding of integrated marketing communication elements and how to adapt these elements to the international markets and identify the most problems	Gain understanding of how at design marketing communication in the international markets	X		X		X

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	associated with marketing communication.	Be able to design marketing communication system and developing its budget.	X		X		X
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## 7- Practice Tools:

Tool Name	Description
Non	Non

## 8- Main References

- 1- Cateora, Philip, Gilly, Mary and Graham, John, International marketing, 17th edition. McGraw-Hill Irwin, 2015.
- 2- Terpstra, J., Foley, J., Sarathy, R., International Marketing, 11th Edition, Naper Publishing Group LLC, 2016

## 9- Additional References

- 1- Ball, D. *International Business: The Challenge of Global Competition*, McGraw-Hill/Irwin, 2013
- 2- Bilgin, Zeynep, and Wuhler, Gerhard, *International Marketing compact*, Linde International, 2014
- 3- Egan, John, *Marketing Communications*, second edition, Sage publication Ltd, 2014
- 4- Kerin Roger A., Hartley Steven W., *Marketing*, 13<sup>th</sup> Edition, McGraw-Hill Education, 2017
- 5- Sabharwal, Dhruv, Fundamentals Of Advertising and Public Relations, Evincepup Publishing, 2018.
- 6- Doole, Isobel and Lowe Robin. International marketing strategy, south-western. 2008
- 7- Ghauri, Pervez and Cateora, Philip, international marketing. Great Britain, 2009.
- 8- Horska, Elen, international marketing, Wydawnictwo EPistemina, Krakow. 2014