

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
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Course Description: International Marketing

1- Basic Information:

Course Name	International Marketing
Course ID	BMK612
Contact Hours (Registered Sessions)	36
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	6

2- Pre-Requisites:

Course	ID
Integrated Marketing Communications	BMK607
Product and Brand Management	BMK604
Pricing and Distribution	BMK606
Services Marketing	BMK603

3- Course General Objectives:

On completion of this course students should be able to critically analyze the international marketing environment in terms of market structures and size, legal framework, political structures, and understand the market opportunities and challenges for managing product and services and other marketing factors. Students should also be able to understand how to combat international competitive of firms by way of effective adaption of marketing mix elements in the international markets. On the completion of this course student should understand the key strategies of entering foreign market by analyzing the advantages and disadvantage of each strategy.

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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 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	Gain a sense of the variables that international marketers can use to segment international markets and describe the various positioning options available to international marketers.
ILO5	Identify the main international markets entry strategies and assess the advantages and disadvantages of using each methods.
ILO6	Review the basic product that underlie a successful international marketing product strategies and gain knowledge about the importance of international country of origin as a brand element and explain the new product developments in international markets.
ILO7	Identify different pricing strategies' and objectives that influence decisions about pricing product in international markets and assess the impact of dumping on prices in international markets and explain the concept of transfer pricing.
ILO8	List the quidlines companies should follow when establishing channels and working with intermediars in international markets and compare and contrast the main transportation modes.
ILO9	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 (36 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Chapter 1:nature of international marketing 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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

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					international marketing mix.
ILO2	<ul style="list-style-type: none"> Chapter 2: international social and cultural environment 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 3: political and legal environment 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 4: international information system and market research 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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
ILO4	<ul style="list-style-type: none"> Chapter 5: segmentation, targeting and positioning 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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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ILO5	<ul style="list-style-type: none"> Chapter 6: importing, exporting and sourcing 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 7: Foreign market entry strategies 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 8: product decisions in international markets 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 9: pricing for international markets 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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	<ul style="list-style-type: none"> Chapter 10: international marketing channels and 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments	An assignment which may studying and

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	physical distribution			<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	examine real business related to international marketing by focusing on international environment and foreign market entry strategy and analyzing the international marketing mix
ILO9	<ul style="list-style-type: none"> International marketing communication: advertising and public relation 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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
ILO9	<ul style="list-style-type: none"> sales promotion, personal selling and special forms of marketing communication 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	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)

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	Gain understanding of the stages a company goes through as its	X		X		X

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	global and geocentric and discuss the driving and restraining forces affecting global integration today.	management 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 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 by carrying out environmental research	X		X		
ILO4	Gain a sense of the variables that international marketers can use to segment international markets and describe the various positioning options available to international marketers.	Gain a sense of the variables that international marketers can use to segment international markets	X		X		X
		describe the various positioning options available to international marketers	X		X		X

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ILO5	Identify the main international markets entry strategies and assess the advantages and disadvantages of using each methods.	Gain understanding of exporting and importing strategy	X		X		X
		identify and compare the main advantages and disadvantages of foreign market entry strategies	X		X		X
ILO6	Review the basic product that underlie a successful international marketing product strategies and gain knowledge about the importance of international country of origin as a brand element and explain the new product developments in international markets	Review the basic product that underlie a successful international marketing product strategies	X		X		X
		gain knowledge about the importance of international country of origin as a brand element	X		X		X
		explain the new product developments in international markets	X		X		X
ILO7	Identify different pricing strategies' and objectives that influence decisions about pricing product in international markets and assess the impact of dumping on prices in international markets and explain the concept of transfer pricing.	Identify different pricing strategies' and objectives that influence decisions about pricing product in international markets	X		X		X
		assess the impact of dumping on prices in international	X		X		X

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		market					
		explain the concept of transfer pricing	X		X		X
ILO8	List the guidelines companies should follow when establishing channels and working with intermediaries in international markets and compare and contrast the main transportation modes.	List the guidelines companies should follow when establishing channels and working with intermediaries in international markets	X		X		X
		Ability to compare and contrast the main transportation modes.	X		X		X
ILO9	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.	Gain understanding of how at design marketing communication in the international markets	X		X		X
		Be able to design marketing communication system and developing its budget.	X		X		X

7- Practice Tools:

Tool Name	Description

8- Main References

1- Cateara, Philip, Gilly, Mary and Graham, John, <i>International marketing</i> , 15 th edition. McGraw-Hill
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- 2- Doole,Isobel and Lowe Robin. *International marketing strategy*,south-western.2008
- 3- Ghauri, Pervez and Cateora, Philip, *international marketing*. Great Britain ,2009.
- 4- Horska,Elen, *international marketing*, WYDWNICTWO EPistemin , Krakaw.2014
- 5- Keegan,Wolrren and Green,Mark, *global marketing*, 7th edition, pearson education,2013
- 6- Onkvisit,Sak and Shaw,John, *international marketing: analysis and strategy*,4th edition, Routledge, 2004

9- Additional References

- 1- Bilgin,Zeynep,and Wuhrer,Gerhard, *International Marketing compact*, Linde International, 2014
- 2- Egan,john, *Marketing Communications*, second edition, Sage publication ltd,2014
- 3- Sabharwal,Dhruv, Fundamentals Of Advertising and Public Relations, Evincepup Publishing, 2018.