Course plan of Shanghai Jian Qiao University

1. **Basic information**

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| Code | 212001 | Name | WAN Yuan |
| Credit | 2 | Credit | 32 |
| Name of lecturer | WAN Yuan | E-mail of lecturer | 15061@genche.du.cn |
| Class of students | Gem 16-1 | Classroom place | 一教306No. 306, Building 1 |
| Time of answering question | 10:00-13:00,  |
| Main studying material | International Marketing, Philip R. Cateora, 28th September 2012, McGraw-Hill Education |
| Reference Studying material | (1) Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, 5th December 2016, Wiley; (2) Principles of Marketing, Global Edition, Philip Kotler, 25th February 2016, Pearson; (3) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, |

1. **Course time table**

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| **Week** | **Content** | **Methods** | **Homework** |
| 1 | LO1 The benefits of international marketsLO2 The changing face of U.S. businessLO3 The scope of the international marketing taskLO4 The importance of the self-reference criterion (SRC) in international marketingLO5 The increasing importance of global awarenessLO6 The progression of becoming a global marketer | Teaching, discussion |  |
| 2 | LO1The basis for the reestablishment of world trade following World War IILO2 The importance of balance-of-payment figures to a country’s economyLO3 The effects of protectionism on world tradeLO4 The several types of trade barriersLO5 The provisions of the Omnibus Trade and Competitiveness ActLO6 The importance of GATT and the World Trade OrganizationLO7 The emergence of the International Monetary Fundand the World Bank Group | Teaching, discussion |  |
| 3 | LO1The importance of history and geography in understanding international marketsLO2 The effects of history on a country’s cultureLO3 How culture interprets events through its own eyesLO4 How long-past U.S. international policies still affect customer attitudes abroadLO5 The effect of geographic diversity on economic profiles of a countryLO6 Why marketers need to be responsive to the geography of a countryLO7 The economic effects of controlling population growth and aging populationsLO8 Communication infrastructures are an integral part of international commerce | Teaching, discussion |  |
| 4 | LO1The importance of culture to an international marketerLO2 The origins of cultureLO3 The elements of cultureLO4 The impact of cultural borrowingLO5 The strategy of planned change and itsconsequences | Teaching, discussion |  |
| 5 | LO1The necessity for adapting to cultural differencesLO2 How and why management styles vary around the worldLO3 The extent and implications of gender bias in other countriesLO4 The importance of cultural differences in business ethicsLO5 The differences between relationship-oriented and information-oriented cultures | Teaching, discussion,Case study |  |
| 6 | LO1What the sovereignty of nations means and how it can affect the stability of government policiesLO2 How different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes can affect the environment for marketing in foreign countriesLO3 The political risks of global business and the factors that affect stabilityLO4 The importance of the political system to international marketing and its effect on foreign investmentsLO5 The impact of political and social activists, violence, and terrorism on international businessLO6 How to assess and reduce the effect of political vulnerabilityLO7 How and why governments encourage foreign investment | Teaching, discussion,Case study |  |
| 7 | LO1The four heritages of today’s legal systemsLO2 The important factors in the jurisdiction of legal disputesLO3 The various methods of dispute resolutionLO4 The unique problems of protecting intellectual property rights internationallyLO5 How to protect against piracy and counterfeitingLO6 The many issues of evolving cyberlawLO7 The legal differences between countries and how those differences can affect international marketing plansLO8 The different ways U.S. laws can be applied to U.S. companies operating outside the United StatesLO9 The steps necessary to move goods across country borders | Teaching, discussion,Case study |  |
| 8 | LO1 The importance of problem definition in international researchLO2 The problems of availability and use of secondary dataLO3 Sources of secondary dataLO4 Quantitative and qualitative research methodsLO5 Multicultural sampling and its problems inless-developed countriesLO6 Using international marketing research | Teaching, discussion,Case study |  |
| 9 | LO1 The importance of time zones for trade relationships and marketing operations LO2 The political and economic changes affecting global marketingLO3 The connection between the economic level of a country and the marketing taskLO4 The variety of stages of economic development among American nationsLO5 Growth factors and their role in economic developmentLO6 **Marketing’s contribution to the growth and development of a country’s economy**LO7 The foundational market metrics of American nationsLO8 The growing importance of trading associations among American nations |  |  |
| 10 | LO1 The reasons for economic unionLO2 Patterns of international cooperationLO3 The evolution of the European UnionLO4 Evolving patterns of trade as eastern Europe andthe former Soviet states embrace free-market systemsLO5 Strategic implications for marketing in the regionLO6 The size and nature of marketing opportunities in the European/African/Middle East regions |  | Group Market research |
| 11 | LO1 The dynamic growth in the regionLO2 The importance and slow growth of JapanLO3 The importance of the Bottom-of-the-Pyramid MarketsLO4 The diversity across the regionLO5 The interrelationships among countries in the regionLO6 The diversity within China | Teaching, discussion,Case study |  |
| 12 | LO1 How global marketing management differs from international marketing managementLO2 The need for planning to achieve company goalsLO3 The important factors for each alternative market entry strategyLO4 The increasing importance of internationalstrategic alliances |  |  |
| 13 | LO1The importance of offering a product suitable for the intended marketLO2 The importance of quality and how quality isdefinedLO3 Physical, mandatory, and cultural requirements for product adaptationLO4 The need to view all attributes of a product to overcome resistance to acceptanceLO5 Country-of-origin effects on product image | Teaching, discussion,Case study |  |
| 14 | LO1The importance of derived demand in industrial marketsLO2 How demand is affected by technology levelsLO3 Characteristics of an industrial productLO4 The importance of ISO 9000 certificationLO5 The growth of business services and nuances of their marketingLO6 The importance of trade shows in promotingindustrial goodsLO7 The importance of relationship marketing forindustrial products and services | Teaching, discussion | Literature review |
| 15 | LO1The variety of distribution channels and how they affect cost and efficiency in marketingLO2 The Japanese distribution structure and what it means to Japanese customers and to competing importers of goodsLO3 How distribution patterns affect the various aspectsof international marketingLO4 The functions, advantages, and disadvantages of various kinds of middlemenLO5 The importance of selecting and maintaining middlemenLO6 The growing importance of e-commerce as a distribution alternativeLO7 The interdependence of physical distribution activities | Teaching, discussion,Case study |  |
| 16 | LO1Local market characteristics that affect the advertising and promotion of productsLO2 The strengths and weaknesses of sales promotions and public relations in global marketingLO3 When global advertising is most effective; when modified advertising is necessaryLO4 The communication process and advertising misfiresLO5 The effects of a single European market on advertisingLO6 The effect of limited media, excessive media, and government regulations on advertising and promotion budgets | Teaching, discussion,Case study | Group Presentation |

1. **Evaluation methods and percentage**

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| Composition（1+X） | Evaluation methods | Percentage |
| 1 | Final exam (in 16th week) | 40% |
| X1 | Market research | 20% |
| X2 | Literature review | 20% |
| X3 | Presentation | 20% |

Memo:

Teaching content should not simply fill in the first few chapters, the first few sections should be simple and clear summary of the teaching content itself;

The methods include teaching, experiment, discussion, exercising, visiting, teaching-practicing, team report and examination.

The evaluation method is the final exam "1" and the process assessment "X", where "1" is the form prescribed in the syllabus; "X" may be defined by the instructor or the course group themselves (for the same teacher course, Group of a unified way and proportion of X). Including paper and pen test, class presentation, stage paper, investigation report, comprehensive report, study notes, small experiment, small production, applet, small design, etc., fill in the corresponding positions in the table with "1" and "X "The way and results accounted for.

Formulator： Signature of dean： Time：