

科目名 (Subject)	現代国際ビジネス戦略特論 (英訳) International Business Strategy		
単位数 (Credits)	2 単位	(開講時期)	後期
担当教員名 (Name)	プラート カロラス (英訳) Carolus L.C. Praet	研究室番号 (Office)	314
Office Hours	Upon appointment		
<p>1. 授業目的・方法 (Course objective and method)</p> <p>The study of international business is concerned with the challenges, opportunities and problems that corporations face in the context of the global economy. Marketing is a core functional area in international business that functions as the primary interface between the international corporation and its environment and customers. The course consists of in-depth discussion of key readings from the academic literature on global marketing management and strategy. The course is organized in 7 modules.</p> <p>2. 授業内容 (Course contents)</p> <ol style="list-style-type: none"> <li>1. <b>Orientation</b></li> <li>2. <b>Module 1: Globalization of markets and competition (1)</b>  <u>Class Preparation</u> Prepare readings</li> <li>3. <b>Module 1: Globalization of markets and competition (2)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 1 readings</li> <li>4. <b>Module 2: Global marketing strategy (1)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>5. <b>Module 2: Global marketing strategy (2)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 2 readings</li> <li>6. <b>Module 3: Standardization versus adaptation of the marketing mix (1)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>7. <b>Module 3: Standardization versus adaptation of the marketing mix (2)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 3 readings</li> <li>8. <b>Module 4: Contingency approaches (1)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>9. <b>Module 4: Contingency approaches (2)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 4 readings</li> <li>10. <b>Module 5: Practical versus academic perspectives</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>11. <b>Module 5: Empirical evidence: marketing mix standardization among companies</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 5 readings</li> <li>12. <b>Module 6: Culture and cross-national consumer behavior: theory</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>13. <b>Module 6: Convergence versus divergence of cross-national consumer behavior</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 6 readings</li> <li>14. <b>Module 7: Cross-national consumer behavior: empirical evidence (1)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Review readings</li> <li>15. <b>Module 7: Cross-national consumer behavior: empirical evidence (2)</b>  <u>Class Preparation</u> Prepare readings <u>Class Review:</u> Write report about module 7 readings</li> </ol>			

### 3. 使用教材 (Teaching materials)

1. Bartels, R.(1968), Are Domestic and International Marketing Dissimilar?, *Journal of Marketing*, Vol. 32 Issue 3, 56-61
2. Buzzell, R. D.(1968), Can You Standardize Multinational Marketing?, *Harvard Business Review*, Nov/Dec, Vol. 46 Issue 6, 102-113
3. Levitt, T. (1983), The globalization of markets, *Harvard Business Review*, Vol. 61, 3, 92-102.
4. Werther, William B. Jr. (1996), Toward Global Convergence, *Business Horizons* (January-February) Vol. 39 Issue 1, pp. 3-9
5. Quelch, John A.; Hoff, Edward J. (1986) Customizing global marketing, *Harvard Business Review*, May/Jun, Vol. 64 Issue 3, 59-68
6. Douglas, S. P. and Y. Wind (1987), The Myth of Globalization, *Columbia Journal of World Business*, Winter, 19-29
7. Jain, S. C. (1989), Standardization of International Marketing Strategy: Some Research Hypotheses, *Journal of Marketing*, 53(1), 70-79
8. Agrawal, M.(1996), Review of a 40-year Debate in International Advertising: Practitioner and Academician Perspectives to the Standardization/Adaptation Issue, *International Marketing Review*, Vol. 12 Issue 1, 26-48
9. De Mooij, M. (2000), "The future is predictable for international marketers," *International Marketing Review*, Vol. 17 Issue 2/3, 103-113
10. Zou, Shaoming, Cavusgil, S. Tamer. (2002), The GMS - A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance. *Journal of Marketing*, Vol. 66 Issue 4, 40-56
11. Ryans, John K.; Griffith, David A. and Steven D. White (2003), Standardization/adaptation of international marketing strategy: Necessary conditions for the advancement of knowledge, *International Marketing Review* 20(6), 588-602
12. Dwyer, S., H. Mesak, and M. Hsu (2005), An Exploratory Examination of the Influence of National Culture on Cross-National Product Diffusion, *Journal of International Marketing*, Volume 13, Issue 2, 1-27
13. McCarty, J. A., M. I. Horn, M. K. Szenasy, J. Feintuch (2007), An exploratory study of consumer style: Country differences and international segments, *Journal of Consumer Behaviour*, Jan/Feb, Vol. 6 Issue 1, 48-59
14. Birnik, A. and C. Bowman (2007), Marketing mix standardization in multinational corporations: A review of the evidence, *International Journal of Management Reviews*, 9 (4), 303-324

### 4. 成績評価の方法 (Grading)

評価の要素	ウェイト
出席率 Class attendance	10%
授業への参加度 (事例, 討論, 調査) Class participation	25%
ホームワーク (事前課題の提出)	25%
小テストないしクイズ	0%
試験ないしプレゼンテーション (最終課題)	40%

### 5. 成績評価の基準 (Grading Criteria)

**90-100:** Has excellent command and understanding of the course topic and has superior ability to critically read, creatively discuss, and comprehensively and coherently write about it.

**80-89:** Has good command and understanding of the course topic and has good ability to critically read, creatively discuss, and comprehensively and coherently write about it.

**70-79:** Understands the course topic and has reasonable ability to critically read, creatively discuss, and comprehensively and coherently write about it.

**60-69:** Has some understanding of the course topic but lacks the ability to critically read and creatively discuss it. Also has some difficulty writing comprehensively and coherently about it.

**0-59:** Has poor understanding of the course topic, and is incapable of critically reading, creatively discussing, and comprehensively and coherently writing about it.

### 6. 履修上の注意事項 (Remarks)

Before each session, all participants are required to read the assignments for class discussion. Every week one of the participants will be required to present the readings for that week. Readings will be in English. Class discussion may be alternatively in English and/or in Japanese to accommodate the language ability of the participants. All class participants need to submit a final report in English or Japanese.

