

科目名(Subject)	現代国際マーケティング特論 (International Marketing 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 (PRAET Carolus Ludovicus Const antinus)	研究室番号 (Office)	314
Office Hours	Upon appointment		
<p><b>1. 授業目的・方法</b>(Course objective and method)</p> <p>The study of international marketing is concerned with the challenges, opportunities and problems that corporations face in the context of the global economy. The course consists of student presentations and in-depth class discussion of key readings from the academic literature on international marketing and strategy.</p> <p><b>2. 達成目標</b>(Course Goals)</p> <p>Students will become familiar with the key theoretical concepts and underlying forces of the globalization of markets and the academic debate on the pros and cons of standardization of the international marketing mix. In the process they will improve their critical reading, evaluation, and discussion skills and will learn more about different types of research design and writing. In the process, they will learn how to apply these insights to the design, writing and publication strategy of their own research.</p> <p><b>3. 授業内容</b>(Course contents)</p> <ol style="list-style-type: none"> <li>1. Orientation</li> <li>2. Globalization of markets and competition (1)</li> <li>3. Globalization of markets and competition (2)</li> <li>4. Global marketing strategy (1)</li> <li>5. Global marketing strategy (2)</li> <li>6. Standardization versus adaptation of the marketing mix (1)</li> <li>7. Standardization versus adaptation of the marketing mix (2)</li> <li>8. Contingency approaches (1)</li> <li>9. Contingency approaches (2)</li> <li>10. Practitioner versus academic perspectives</li> <li>11. Empirical evidence on the extent of marketing mix standardization among companies</li> <li>12. Culture and cross-national consumer behavior: theory</li> <li>13. Convergence versus divergence of cross-national consumer behavior</li> <li>14. Cross-national consumer behavior: empirical evidence (1)</li> <li>15. Cross-national consumer behavior: empirical evidence (2)</li> </ol> <p><b>4. 事前学修・事後学修</b>(Preparation and review)</p> <p>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 using slides. The participant in charge of presenting should also prepare discussion points for the session. Each participant will be asked to critically and carefully read the key reading for that week and will be asked to prepare a written synopsis of the reading and find a number of flaws in the theoretical assumptions, logic, design, or methodology of the research or writing. After each session, each participant should make personal notes on how the reading may be discussed as part of a critical review of the literature which will be required for the final written assignment for the course.</p> <p><b>5. 使用教材</b>(Teaching materials)</p> <ol style="list-style-type: none"> <li>1. Bartels, R. (1968), Are Domestic and International Marketing Dissimilar? Journal of Marketing, Vol. 32 Issue 3, 56-61</li> <li>2. Buzzell, R. D. (1968), Can You Standardize Multinational Marketing? Harvard Business Review, Nov/Dec, Vol. 46 Issue 6, 102-113</li> <li>3. Levitt, T. (1983), The globalization of markets, Harvard Business Review, Vol. 61, 3, 92-102.</li> <li>4. Werther, William B. Jr. (1996), Toward Global Convergence, Business Horizons (January-February) Vol. 39 Issue</li> </ol>			

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5. Quelch, John A.; Hoff, Edward J. (1986) Customizing global marketing, Harvard Business Review, May/June, 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

#### 6. 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%

#### 7. 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.

#### 8. 履修上の注意事項(Remarks)

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.