

International Marketing

1

- Mondays: 16:10-17:40
- Thursdays: 12:50-14:20

- Classroom: 213

- Instructor: Carolus L. C. Praet

Orientation

Course objectives

2

- Introduce students to important issues in international marketing management
- Generate a better understanding of the various topics facing international marketers
- Help students prepare for business and marketing careers in a global environment by providing them with useful conceptual tools and practical knowledge

Orientation

Required work and expectations

3

□ For students

- To attend classes on time
- Read the materials assigned before each class
- Participate in discussions and ask questions
- Prepare case presentations as a member of your group (groups to be announced later)

□ For the instructor

- To attend classes on time
- Prepare and make available class material and lecture notes as soon as possible
- Provide opportunities to students to ask questions
- Be objective and fair in evaluation and grading

Orientation

Lecture handouts

4

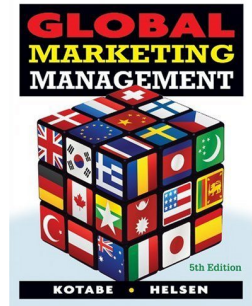
- Lecture handouts and class-related announcements will be made provided through using OUC's 'manaba' system's "International marketing" page <https://otaru-uc.manaba.jp/ct/login?lang=en>
- To use manaba, you first need to register for the course on Campus Square. Registration is possible from April 12.
- Until manaba is fully accessible I will be posting lecture notes on my personal web page
- http://www.otaru-uc.ac.jp/~praetcar/Home_page/Lecture_notes.html

Orientation

Textbook

5

- Masaaki Kotabe and Kristiaan Helsen, International Marketing (5th Edition). Wiley. ISBN: 9788126557509
- One copy of the textbook is available from the OUC library. This copy can be temporarily borrowed, but needs to be returned within one hour.



- The library also has 2 copies of the 4th edition of the textbook. The main difference among the versions of the textbook are updated data and examples.

Entrance to library (under construction)

5



Textbook

6

- A Japanese translation of 12 out of the original 19 chapters of the 4th edition of this textbook is also available: 1 copy is available from the library.

「国際マーケティング」 (2010)
小田部正明／K・ヘルセン
栗木契 (監訳) (原著第4版の抄
訳)



Class schedule

7

- April 8, 11, 15, 18, 22, 25
- May 6, 9, 13, 16, 20, 23, 27, 30
- June 6, 10, 13, 17, 20, 24, 26
- July 1, 4, 8, 11, 18, 22, 25, 29
- Midterm exam on June 3
- Final exam on August 1

Class evaluation

8

- Midterm exam (English, multiple choice OR essay-style questions in English or Japanese) 30%
- Final exam (English, multiple choice OR essay-style questions in English or Japanese) 35%
- Group presentations 25%
- Attendance 10%
- Final Grade 100%

Orientation

Class topics (tentative)

9

- 2-3 Globalization and the Evolution of Global Marketing (Ch. 1; 和訳 第1章)
- 4-5 Global Economic Environment (Ch. 2)
- 6-9 Global Cultural Environment and Buying Behavior (Ch. 4; 第 2章)
- 10-11 Global Marketing Research (Ch. 6; 第 3章)
- 12-13 Global Segmentation and Positioning (Ch. 7; 第 4章)
- Midterm exam

Orientation

Class topics (tentative)

10

- 14 Global Marketing Strategies (Ch. 8; 第5章)
- 15-16 Global Market Entry Modes (Ch. 9; 第6章)
- 17-18 Global Product Development (Ch. 10; 第8章)
- 19-20 Marketing Products and Services (Ch. 11; 第9章)
- 21 Global Pricing (Ch. 12; 第10章)
- 22-24 Global Marketing Communications (Ch.13; 第11章)
- 25 Global Distribution and Retailing (Ch.15; 第12章)
- 26-27 Marketing in Emerging Markets (Ch. 18)
- 28-29 Global Marketing and the Internet (Ch. 19)

- **Final exam**

Orientation