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306  No. 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 markets  LO2 The changing face of U.S. business  LO3 The scope of the international marketing task  LO4 The importance of the self-reference criterion (SRC) in international marketing  LO5 The increasing importance of global awareness  LO6 The progression of becoming a global marketer | Teaching, discussion |  |
| 2 | LO1The basis for the reestablishment of world trade following World War II  LO2 The importance of balance-of-payment figures to a country’s economy  LO3 The effects of protectionism on world trade  LO4 The several types of trade barriers  LO5 The provisions of the Omnibus Trade and Competitiveness Act  LO6 The importance of GATT and the World Trade Organization  LO7 The emergence of the International Monetary Fund  and the World Bank Group | Teaching, discussion |  |
| 3 | LO1The importance of history and geography in understanding international markets  LO2 The effects of history on a country’s culture  LO3 How culture interprets events through its own eyes  LO4 How long-past U.S. international policies still affect customer attitudes abroad  LO5 The effect of geographic diversity on economic profiles of a country  LO6 Why marketers need to be responsive to the geography of a country  LO7 The economic effects of controlling population growth and aging populations  LO8 Communication infrastructures are an integral part of international commerce | Teaching, discussion |  |
| 4 | LO1The importance of culture to an international marketer  LO2 The origins of culture  LO3 The elements of culture  LO4 The impact of cultural borrowing  LO5 The strategy of planned change and its  consequences | Teaching, discussion |  |
| 5 | LO1The necessity for adapting to cultural differences  LO2 How and why management styles vary around the world  LO3 The extent and implications of gender bias in other countries  LO4 The importance of cultural differences in business ethics  LO5 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 policies  LO2 How different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes can affect the environment for marketing in foreign countries  LO3 The political risks of global business and the factors that affect stability  LO4 The importance of the political system to international marketing and its effect on foreign investments  LO5 The impact of political and social activists, violence, and terrorism on international business  LO6 How to assess and reduce the effect of political vulnerability  LO7 How and why governments encourage foreign investment | Teaching, discussion,  Case study |  |
| 7 | LO1The four heritages of today’s legal systems  LO2 The important factors in the jurisdiction of legal disputes  LO3 The various methods of dispute resolution  LO4 The unique problems of protecting intellectual property rights internationally  LO5 How to protect against piracy and counterfeiting  LO6 The many issues of evolving cyberlaw  LO7 The legal differences between countries and how those differences can affect international marketing plans  LO8 The different ways U.S. laws can be applied to U.S. companies operating outside the United States  LO9 The steps necessary to move goods across country borders | Teaching, discussion,  Case study |  |
| 8 | LO1 The importance of problem definition in international research  LO2 The problems of availability and use of secondary data  LO3 Sources of secondary data  LO4 Quantitative and qualitative research methods  LO5 Multicultural sampling and its problems in  less-developed countries  LO6 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 marketing  LO3 The connection between the economic level of a country and the marketing task  LO4 The variety of stages of economic development among American nations  LO5 Growth factors and their role in economic development  LO6 **Marketing’s contribution to the growth and development of a country’s economy**  LO7 The foundational market metrics of American nations  LO8 The growing importance of trading associations among American nations |  |  |
| 10 | LO1 The reasons for economic union  LO2 Patterns of international cooperation  LO3 The evolution of the European Union  LO4 Evolving patterns of trade as eastern Europe and  the former Soviet states embrace free-market systems  LO5 Strategic implications for marketing in the region  LO6 The size and nature of marketing opportunities in the European/African/Middle East regions |  | Group Market research |
| 11 | LO1 The dynamic growth in the region  LO2 The importance and slow growth of Japan  LO3 The importance of the Bottom-of-the-Pyramid Markets  LO4 The diversity across the region  LO5 The interrelationships among countries in the region  LO6 The diversity within China | Teaching, discussion,  Case study |  |
| 12 | LO1 How global marketing management differs from international marketing management  LO2 The need for planning to achieve company goals  LO3 The important factors for each alternative market entry strategy  LO4 The increasing importance of international  strategic alliances |  |  |
| 13 | LO1The importance of offering a product suitable for the intended market  LO2 The importance of quality and how quality isdefined  LO3 Physical, mandatory, and cultural requirements for product adaptation  LO4 The need to view all attributes of a product to overcome resistance to acceptance  LO5 Country-of-origin effects on product image | Teaching, discussion,  Case study |  |
| 14 | LO1The importance of derived demand in industrial markets  LO2 How demand is affected by technology levels  LO3 Characteristics of an industrial product  LO4 The importance of ISO 9000 certification  LO5 The growth of business services and nuances of their marketing  LO6 The importance of trade shows in promoting  industrial goods  LO7 The importance of relationship marketing for  industrial products and services | Teaching, discussion | Literature review |
| 15 | LO1The variety of distribution channels and how they affect cost and efficiency in marketing  LO2 The Japanese distribution structure and what it means to Japanese customers and to competing importers of goods  LO3 How distribution patterns affect the various aspects  of international marketing  LO4 The functions, advantages, and disadvantages of various kinds of middlemen  LO5 The importance of selecting and maintaining middlemen  LO6 The growing importance of e-commerce as a distribution alternative  LO7 The interdependence of physical distribution activities | Teaching, discussion,  Case study |  |
| 16 | LO1Local market characteristics that affect the advertising and promotion of products  LO2 The strengths and weaknesses of sales promotions and public relations in global marketing  LO3 When global advertising is most effective; when modified advertising is necessary  LO4 The communication process and advertising misfires  LO5 The effects of a single European market on advertising  LO6 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：