**附件4：教学大纲**

《国际营销》

课程教学大纲

课程编号：

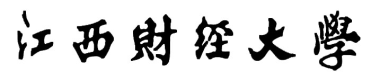
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**江西财经大学**



**《国际营销》课程教学大纲**

**1、GENERAL INFORMATION**

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| 课程名称  Course Name | International Marketing | | |
| 授课语言  Teaching Language | English | 先修课程  Prerequisites | Non |
| 适用专业  Designed for | Master of International Business | 课程性质  Compulsory/Selective | compulsory |
| 学分  Credits | 3 | 总学时数  Contact Hours | 48 |
| 开课学院  Offered in | School of International Trade & Economics | 任课教师  Lecturer | Chen Qi |
| 编 写 人  Editor | Chen Qi | 大纲主审人  Proofreader | Chen Qi |
| 课程负责人  Head of Course | Chen Qi | 翻译  Translator | Chen Qi |
| 使用教材  Text Books | International Marketing, 16th Edition, Philip R. Cateora, Mary C. Gilly & John L. Graham,, China Renmin Uinversity Press 2013 | | |
| 教学参考资料  References | Students are strongly encouraged to read popular business publications such as the *Wall Street Journal, Business Week, Fortune, Forbes*, etc., and their WebPages, on a regular basis. Additional readings, if necessary, will be handed out or specified during the course. All textbook and additional readings must be read by the dates listed in the Course Schedule. | | |
| 课程教学目的  Objectives | Upon successful completion of this course, students will:  1. Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments  2. Be able to analyze foreign markets to determine their overall export potential  3. Understand the benefits that nations derive from unrestrained free trade  4. Be able to design strategies for global competition  5. Be able to explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk  6. Have a basic understanding of the types of documentation required for transaction between firms in different nations  7. Know how international marketers develop pricing strategies for goods sold abroad  8. Understand the basic principles, objectives, and problems in developing international channels of distribution  9. Understand the concepts of product life cycle and classification of goods and their importance for foreign market acceptance, product adaptation and overall marketing strategy decision making  10. Be able to identify sources of foreign market information including secondary data from both governments and private industry  11. Be aware of the various techniques used by modern marketers for segmenting foreign markets in both the consumer and industrial sectors.  This course requires students to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **international business and marketing.** At the conclusion of the course, students should be able to:  **Create**  • a global marketing plan,  • a cultural, economic, and competitive analysis,  • a market audit, and  • questionnaire to determine consumer attitudes, perceptions, and product usage.  **Evaluate**  • the impact of derived demand, and  • sales promotions and public relations in global marketing.  **Analyze**, compare, and contrast  • market entry strategies,  • a variety of distribution channels, and  • the effect of limited and excessive media on global advertising budgets.  **Apply**, illustrate, and implement  • the communication process in global marketing,  • compensation systems for international sales representatives,  • a queuing model to determine the key measures of performance, and  • quantitative and qualitative research methods.  **Understand** and discuss  • the importance of international strategic alliances,  • product adaptation,  • country of origin effects on product image,  • the steps to recruiting 3 types of international salespeople,  • how to control pricing in parallel import and gray markets,  • the origin, elements, and impact of culture on global business negotiations, and  • how to assess and reduce the effect of political instability around the world.  **Remember**, explain, and contrast **international business and marketing** concepts,  terms, and definitions | | |
| 课程教学要求  Teaching Methods &  Requirements | A combination of formal lectures, group work, case studies, and presentations are to be involed. Students are encouraged to explore the application of concepts, theories and knowledge learned in following ways：  **Class Meetings:** Students are expected to do the assigned readings prior to class meetings, as well as attend each class session. While the lecture in class is not meant to be a re-iteration of the text material, the overlap may sometimes be unavoidable. Moreover, while the lectures may not cover all aspects of the course materials, so, it is in your interest to cover all of the course materials.  **I will be using PowerPoint slides for each chapter from the textbook extensively, though not exclusively, during the lectures. You may want to download the slides pertaining to the day’s assignment. It will help in your note taking and in facilitating meaningful class discussion.**  In addition to the lectures, another primary tool of learning will be the case method. While illustrating relevant key issues or concepts, the cases provide a basis for identifying existing and potential problems, considering alternative strategies/solutions, and where applicable, recommending a preferred course(s) of action. The class time will be divided into lecture followed by a case discussion/analysis.  **Case Analyses:** Each student will be responsible for **five written case analyses** during the course. The written analyses can be single-spaced with 12 pitch fonts, maximum of three pages in length, and standard one-inch margins must be used. Students should answer question(s) posted in each case. | | |
| 评价与考试  Assessments | There will be a final case. The analysis is limited to 8 pages text and a maximum of two pages of appendices. Papers should be 12 pitch fonts, single-spaced, and standard one-inch margins must be used.  Assessment will reflect the goals of this course, and be as follows:  Written Case Analyses (10% each) 50%  Final 40%  Class Participation 10%  TOTAL 100%  Some notes on how you will be evaluated in this course:  1) **Again, it is essential that you attend class on a regular basis -- class participation is expected and will be used as a positive factor in determining the final grade.**  2) To receive a higher grade, you must clearly demonstrate above average performance throughout this course. | | |

**2、Tentative Schedule**

**（Subject to Change; Last Updated: August 27, 2016）**

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| **校历周次**  **Week** | **授课日期**  **Date** | **学**  **时**  **数**  **hrs** | **教学内容**  **安排**  **Topic** | **教学**  **形式**  **Format** | **教学手段**  **Activity** | **课后作业或辅导安排**  **Require reading/**  **Assignment** | **执行情况**  **application** | **备 注**  **others** |
| 4 | Sep-22  (Thu) | 3 | Introduction to marketing & international marketing | Lecture | Presentation |  |  |  |
| 5 | Sep-29  (Tue) | 3 | The scope and challenge of international marketing | Lecture | Presentations |  |  |  |
| 7 | Oct-08  (Sat) | 3 | Cultural dynamics in assessing global markets | Lecture | Presentation |  |  |  |
| 8 | Oct-20  (Tue) | 3 | Cultural dynamics in assessing global markets*(cont’d)* | Lecture | Presentations |  |  |  |
| 9 | Oct-27  (Tue) | 3 | The political environment | Lecture | Presentation |  |  |  |
| 10 | Nov-03  (Tue) | 3 | The international legal environment | Lecture | Presentations |  |  |  |
| 11 | Nov-10  (Tue) | 3 | Developing a global vision through marketing research | Lecture | Presentation |  |  |  |
| 12 | Nov-17  (Tue) | 3 | Planning and organization | Lecture | Presentation |  |  |  |
| 13 | Nov-24  (Tue) | 3 | Planning and organization*(cont’d)* | Lecture | Presentations |  |  |  |
| 14 | Dec-01  (Tue) | 3 | Products and services for consumers | Lecture | Presentation |  |  |  |
| 15 | Dec-08  (Tue) | 3 | Products and services for consumers*(cont’d)* | Lecture | Presentations |  |  |  |
| 16 | Dec-15  (Tue) | 3 | International marketing channels | Lecture | Presentation |  |  |  |
| 17 | Dec-22  (Tue) | 3 | IMC and international advertising | Lecture | Presentations |  |  |  |
| 18 | Dec-29  (Tue) | 3 | Pricing for international markets | Lecture | Presentation |  |  |  |
| 18 | Dec-30  (Fri) | 3 | Pricing for international markets*(cont’d)* | Lecture | Presentations |  |  |  |
| 合 计 | | 48 |  |  |  |  |  |  |