International Marketing

1. Course Information by Sok Tae Kim (Ted Kim)

Course Title: International Marketing

Wednesday 456, Class Room: 1027

Email: ted7@dgu.edu, phone: 010-2264-3806

2. Course Description

This course examines marketing strategies in the global marketplace. Students will **explore how firms analyze international environments, select foreign markets, design entry strategies, and develop global marketing mix programs.**

The course integrates theoretical frameworks with contemporary global business cases, including digital transformation, geopolitical risk, and emerging markets.

3. Course Objectives

By the end of the course, students will be able to:

1. Explain major theories of international marketing.
2. Analyze global political, economic, and cultural environments.
3. Evaluate foreign market entry strategies.
4. Develop global segmentation, targeting, and positioning strategies.
5. Design international marketing mix strategies (Product, Price, Place, Promotion).
6. Assess digital globalization and cross-border e-commerce.

4. Assessment & Grading

< Assessment Structure>

Component	**Weight**
Class Attendance	20%
Team Presentation and Participation	10%
Midterm Exam and Quizzes	30%
Final Exam	30%
Class Discussion Participation	10%

5. Teaching Method

- Lectures
- Case discussions
- Team presentations
- Market analysis project

6. Recommended Textbooks

- Philip Kotler, *Marketing 6.0*
- Keegan & Green, *Global Marketing*
- Cateora, Gilly & Graham, *International Marketing*

7. 15-Week Course Schedule

Week 1 – Introduction to International Marketing

- Definition and scope of international marketing
- Domestic vs. international marketing
- Globalization and deglobalization trends
- Overview of global competition

Week 2 – Global Marketing Environment

- Political and legal systems
- Economic environment (GDP, inflation, exchange rates)
- Cultural environment and cross-cultural differences
- Institutional differences across countries

Week 3 – Theoretical Foundations of International Marketing

- Comparative advantage
- Product life cycle theory
- Eclectic Paradigm (OLI Model)
- Standardization vs. adaptation debate

Week 4 – Foreign Market Entry Strategies

- Exporting

- Licensing and franchising
- Joint ventures and strategic alliances
- Foreign direct investment (FDI)
- Entry mode selection criteria

Week 5 – Global Market Selection & Screening

- Market potential analysis
- Risk assessment
- Country attractiveness models
- Emerging markets analysis

Week 6 – Global Segmentation, Targeting & Positioning (STP)

- Global market segmentation bases
- Cross-national consumer behavior
- Target market selection
- Positioning strategies in international markets

Week 7 – Global Product Strategy

- Standardization vs. localization
- Global branding strategy
- Country-of-origin effect
- Product adaptation decisions

Week 8 – Midterm Examination

Week 9 – Global Pricing Strategy

- Exchange rate impact on pricing
- Transfer pricing
- Dumping and anti-dumping
- Global pricing approaches
- Price standardization vs. adaptation

Week 10 – Global Distribution Strategy

- International logistics and supply chain
- Channel structures across countries

- Retail structure differences
- E-commerce and direct-to-consumer (D2C) models

Week 11 – Global Promotion Strategy

- International advertising
- Cultural adaptation in communication
- Integrated marketing communications (IMC)
- Global digital marketing and social media

Week 12 – Digital Global Marketing & Platform Economy

- Cross-border e-commerce
- Global digital platforms
- AI and data-driven marketing
- Influencer and content marketing strategies

Week 13 – Marketing in Emerging Markets & BOP

- Characteristics of emerging markets
- Institutional voids
- Bottom-of-the-Pyramid (BOP) strategies
- Risk management in developing economies

Week 14 – Global Branding, Ethics & Sustainability

- Global brand management
- Nation branding and country image
- ESG and sustainable marketing
- Ethical issues in global marketing

Week 15 – Final Exam