

Course Title: International Marketing (62441-01)

Instructor: Dr. Sok Tae Kim (CFA, CAMS)

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Office Hours: Wednesday 12:00 - 13:00 or by appointment

Class Time: Wednesday 1:00 – 4:00 PM

**Course Description:** This course provides an introduction to the fundamental concepts, strategies, and practices of modern marketing in a global business environment. Students will explore how organizations create value for customers, build strong customer relationships, and sustain competitive advantage through effective marketing strategies. Topics include market research, consumer behavior, segmentation and targeting, product and brand management, pricing strategies, distribution channels, digital marketing, integrated marketing communications, and global marketing

Through case studies, group projects, and real-world examples, students will gain practical insights into how marketing decisions are made and how they impact business performance in both domestic and international contexts. This course emphasizes critical thinking, analytical skills, and ethical decision-making in marketing practices.

**Course Objectives:**

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

1. Understand the theories and principles of international marketing.
2. Analyze cultural, economic, political, and legal factors affecting global marketing.
3. Evaluate entry strategies (exporting, licensing, joint ventures, FDI, etc.).
4. Develop international product, price, distribution, and promotion (4P's) strategies.
5. Assess real-world case studies of global companies and apply theoretical frameworks.
6. Enhance cross-cultural communication and decision-making skills.
7. Build the ability to adapt marketing strategies to emerging markets and digital platforms.

**Teaching Methods:**

1. Lecture and discussion
2. Case study analysis
3. Group presentations and projects
4. Data/statistics interpretation

**Course Materials:** Most of course materials will be provided in advance of each class in the class web-site.

Required textbook: Kotler, Philip & Armstrong, Gary – “**Principles of Marketing**” One of the most widely adopted textbooks worldwide. Comprehensive introduction covering consumer behavior, segmentation, the 4Ps, digital marketing, and global marketing. Latest editions emphasize sustainability, digital transformation, and ethics. Also, Kotler, Philip, “**KOTLER on MARKETING**”, How to Create, Win, And Dominate Markets”.

**Evaluation:**

Class Attendance: 20%

Final Exam: 30%

Homework Assignment: 10%

Mid-term Exam and Quizzes: 30%

Class Participation: 10%

**Course Schedule and Course Outline**

**Week1: Introduction to International Marketing**

- **Lecture Topics:** Course overview, globalization vs. localization, scope of international marketing.
- **Recent global economic developments**

**Week2: Globalization and the International Marketing Environment**

- **Lecture Topics:** Economic integration, trade blocs (EU, NAFTA/USMCA, ASEAN), WTO.

**Week3: Culture and International Consumer Behavior**

- **Lecture Topics:** Hofstede's cultural dimensions, high vs. low context cultures, consumer decision-making across cultures.
- **Case Study:** Starbucks' cultural adaptation in China vs. U.S.

**Week4: Political, Legal, and Ethical Environments**

- **Lecture Topics:** Trade regulations, tariffs, intellectual property, ethical issues in global marketing.
- **Case Study:** Nike's labor practices and global ethical challenges.

**Week5: Market Research in International Marketing**

- **Lecture Topics:** Data collection challenges abroad, primary vs. secondary research, global survey design.
- **Case Study:** Unilever's use of market research in emerging economies.

#### Week6: **Market Entry Strategies**

- **Lecture Topics:** Exporting, licensing, franchising, joint ventures, wholly owned subsidiaries, FDI.
- **Case Study:** IKEA's entry into India.

#### Week7: **Global Segmentation, Targeting, and Positioning (STP)**

- **Lecture Topics:** Bases for global segmentation, positioning strategies, adaptation vs. standardization.
- **Case Study:** Coca-Cola's global positioning vs. Pepsi's localized approaches.

#### Week8: Review and Mid-term Exam

#### Week9: **International Product Strategy**

- **Lecture Topics:** Product adaptation vs. standardization, global branding, packaging, innovation diffusion.
- **Case Study:** Samsung Galaxy vs. Apple iPhone in different markets.

#### Week10: **International Pricing Strategy**

- **Lecture Topics:** Global pricing considerations, exchange rates, gray markets, dumping, price escalation.
- **Case Study:** Pharmaceutical pricing differences between U.S. and developing countries.

#### Week11: **International Promotion Strategy**

- **Lecture Topics:** Cross-cultural advertising, digital marketing, global media planning, celebrity endorsements.
- **Case Study:** K-pop as a promotional tool for Korean brands abroad.

#### Week12: **Digital Transformation and E-Commerce in Global Marketing**

- **Lecture Topics:** Social media, influencers, cross-border e-commerce, digital customer engagement.
- **Case Study:** Shein's rise as a digital-first global retailer.

#### Week13: **Global Marketing Challenges and Future Trends**

- **Lecture Topics:** Sustainability, ESG, AI in marketing, de-globalization trends, U.S.-China trade war impact.
- **Case Study:** Tesla and BYD's competition in EV global markets.

Week14: **Group Project Presentations & Course Wrap-Up**

- **Group Project:** Present full strategy for chosen company's entry into a foreign market (research from Weeks 5–14).
- **Final Wrap-Up:** Review, discussion of key takeaways, exam prep.

Week15; Final Exam