

Course E-Syllabus

1	Course title	International marketing
2	Course number	1604343
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	0
5	Program title	Marketing
6	Program code	04
7	Awarding institution	Jordan University
8	School	Business
9	Department	Marketing
10	Level of course	3 rd year
11	Year of study and semester (s)	1 st 2020-2021
12	Final Qualification	BA
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	Englesh
15	Teaching methodology	<input type="checkbox"/> Blended <input checked="" type="checkbox"/> Online
16	Electronic platform(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	2020

18 Course Coordinator:

Name: Hani Aldmour Office number: Phone number: Email: dmourh@ju.edu.jo
--

19 Other instructors:

Name:
Office number:
Phone number:
Email:

Name:
Office number:
Phone number:
Email:

20 Course Description:

As stated in the approved study plan.

This course introduces the unique aspects of international marketing. It addresses the complex environment of international marketing and the need to investigate its various economic, social, political, cultural, & legal dimensions from a conceptual, methodological, and applications perspective. It then considers how these environmental factors should affect and provide the framework upon which multinational marketing management can be based on. Focusing on the decision-making processes in the areas of product planning, promotion, pricing & distribution. Students will also learn to develop a formal analytic framework of decision making through the group project and a number of case studies.

21 Course aims and outcomes:

A- Aims:

- 1- Apply the key terms, definitions, and concepts used in marketing with an international perspective.
- 2- Compare the value of developing global awareness vs. a local perspective in marketing.
- 3- Evaluate different cultural, political, and legal environments influencing international trade.
- 4- Explain the impact of global and regional influences on products and services for consumers and businesses.
- 5- Apply basic internationally oriented marketing strategies (total product concept, pricing, place, and promotion).
- 6- Develop creative international market entry strategies.
- 7- Understand the importance of the Internet for global business.
- 8- Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).

B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:

- 1- Develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions
- 2- Identifying how the basic principles of marketing are applied in different cultural backgrounds
- 3- Acquire an understanding of how culture, history and geography create differences in consumer behavior
- 4- The ability to analyze foreign markets and choose the best market entry methods
- 5- Understanding the implications of the international marketing planning process
- 6- Developing a marketing plan adjusted to cultural differences
- 7- Acquire an understanding of the main product concepts in international marketing
- 8- Acquire an understanding of the main pricing issues in international marketing
- 9- Acquire an understanding of the essentials of conducting a scientific research in international marketing

22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	The scope and challenge of international marketing	Teams	Excise/Exam/Project	
	1.2	The scope and challenge of international marketing	Teams	Excise/Exam/Project	

	1.3	The scope and challenge of international marketing	Teams	Excise/Exam/Project	
2	2.1	History & geography: the foundation of culture	Teams	Excise/Exam/Project	
	2.2	History & geography: the foundation of culture	Teams	Excise/Exam/Project	
	2.3	History & geography: the foundation of culture	Teams	Excise/Exam/Project	
3	3.1	History & geography: the foundation of culture	Teams	Excise/Exam/Project	
	3.2	Cultural dynamics in assessing global markets	Teams	Excise/Exam/Project	
	3.3	Cultural dynamics in assessing global markets	Teams	Excise/Exam/Project	
4	4.1	Cultural dynamics in assessing global markets	Teams	Excise/Exam/Project	
	4.2	Cultural dynamics in assessing global markets	Teams	Excise/Exam/Project	
	4.3	Developing a global vision through marketing research	Teams	Excise/Exam/Project	
5	5.1	Developing a global vision through marketing research	Teams	Excise/Exam/Project	
	5.2	Developing a global vision through marketing research	Teams	Excise/Exam/Project	
	5.3	Developing a global vision through marketing research	Teams	Excise/Exam/Project	
6	6.1	Global marketing management: planning & organizing	Teams	Excise/Exam/Project	
	6.2	Global marketing management: planning & organizing	Teams	Excise/Exam/Project	
	6.3	Global marketing management: planning & organizing	Teams	Excise/Exam/Project	

7	7.1	Global marketing management: planning & organizing	Teams	Excise/Exam/Project	
	7.2	Global marketing management: planning & organizing	Teams	Excise/Exam/Project	
	7.3	Products & services for consumers	Teams	Excise/Exam/Project	
8	8.1	Midterm	Teams	Excise/Exam/Project	
	8.2	Products & services for consumers	Teams	Excise/Exam/Project	
	8.3	Products & services for consumers	Teams	Excise/Exam/Project	
9	9.1	Products & services for consumers	Teams	Excise/Exam/Project	
	9.2	International marketing communication and international advertising	Teams	Excise/Exam/Project	
	9.3	International marketing communication and international advertising	Teams	Excise/Exam/Project	
10	10.1	International marketing communication and international advertising	Teams	Excise/Exam/Project	
	10.2	International marketing communication and international advertising	Teams	Excise/Exam/Project	
	10.3	Project development	Teams	Rubric	
11	11.1	Project development	Teams	Rubric	
	11.2	Project development	Teams	Rubric	
	11.3	Project development	Teams	Rubric	
12	12.1	Project development	Teams	Rubric	
	12.2	Project development	Teams	Rubric	
	12.3	Project development	Teams	Rubric	
13	13.1	Project development	Teams	Rubric	

	13.2	Project development	Teams	Rubric	
	13.3	Project presentation	Teams	Rubric	
14	14.1	Project presentation	Teams	Rubric	
	14.2	Project presentation	Teams	Rubric	
	14.3	Project presentation	Teams	Rubric	
15	15.1	Project presentation	Teams	Rubric	
	15.2	Project presentation	Teams	Rubric	
	15.3	Project presentation	Teams	Rubric	

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting
- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz...etc

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
Midterm Exam	30		8	Moodle
Final Exam	50		16	Moodle
Project presentation	15		12	MS teams
Class work and exercises	5			

24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

computer, internet connection, webcam,

25 Course Policies:

A- Attendance policies: students must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

F- Available university services that support achievement in the course:

26 References:

A- Required book(s), assigned reading and audio-visuals:

Available on e-learning

B- Recommended books, materials and media:

George Brenkert (2014) Marketing Ethics, 1st edition, Blackwell Publishing

27 Additional information:

Name of Course Coordinator: -Hani Aldmour-Signature: ----- Date: 1\10\2020

Head of Curriculum Committee/Department Zainah Qasem Signature: -----

Head of Department: Zainah Qasem ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----