

International Marketing

Department: Fudan International Summer Session (This course is a selective course for economics majors at Fudan.)

Course Code	ECON130063		
Course Title	International Marketing		
Credit	3	Credit Hours	54+3 tutorial hours (one credit hour is 45 minutes)
Course Nature	<input type="checkbox"/> Specific General Education Courses <input type="checkbox"/> Core Courses <input type="checkbox"/> General Education Elective Courses <input type="checkbox"/> Basic Courses in General Discipline <input type="checkbox"/> Professional Compulsory Courses <input checked="" type="checkbox"/> Professional Elective Courses <input type="checkbox"/> Others		
Course Objectives	<ul style="list-style-type: none"> • Understand the nature, scope and role of marketing in global firms operating in international markets; • Be able to identify and critically discuss the key marketing issues that management face in global firms operating in international markets; • Be able to apply key concepts and theories to marketing problems faced by global firms operating in international markets; • Have examined some key international marketing concepts, theories and associated issues in depth so as to be able to contribute to current debate relating to marketing strategy in global firms. 		
Course Description	A managerial view of the marketing process as it applies to the international field. Topics include: significance of international trade, international marketing position, analysis of foreign markets, organization and administration of international marketing, and special topics.		
Course Requirements:			
<ul style="list-style-type: none"> • Demonstrate their knowledge of marketing and skills of analysis through <u>group projects and exam</u> • Show their preparation for class discussions through <u>in-class discussions and activities</u> • Increase their interpersonal experience by <u>working in teams</u> to prepare the projects • Develop their skills to make effective, <u>business-quality presentations</u> based on their analyses of projects 			
Teaching Methods:			
Lectures and Student Project Presentation			

Instructor's Academic Background:

Dr. Jie Feng obtained his PhD in Marketing from Lubar School of Business, University of Wisconsin Milwaukee, his Master in Communication Management from University of Alabama Birmingham, and his Bachelor degree from Zhejiang University. Dr. Feng works as an Associate Professor of Marketing in the State University of New York (SUNY) at Oneonta. He published papers in Journals such as *Journal of Interactive Marketing*, was awarded American Marketing Association Summer Marketing Educators' Conference "Best Paper in Track Award".

Course Schedule:

Module 1: Introduction & Environment

Introduction

Economic Environment

Culture Environment

Political Legal

Module 2: Trade and Entry Strategies

Trade Agreements

Importing & Exporting

Entry Strategies

Module 3: 4 Ps

Product Decisions

Pricing

Channel

Advertising and Sales Promotions

Module 4: Topics in International Marketing

Digital Revolution

Chinese Brands

The design of class discussion or exercise, practice, experience and so on:

Group projects will be completed. Teams will present based on company cases and start-up practices. Groups should be formed on the first day of the class and details about the presentations will be communicated in the first week.

Grading & Evaluation:

	Percentage
Final	57%
Group Project	40%
Attendance	3%

Teaching Materials & References:

Global Marketing, 7th edition, Prentice Hall by Warren J. Keegan & Mark C. Green