# Course Title: C.1.4.1 International Marketing Plan

# Abstract:

This lecture introduces international marketing strategy. It focuses on the difference between general marketing and international marketing and assumes that students already had a course on marketing in general. The lecture is a mix of self-study/e-learning activities (readings, interactive video, assignments), and classroom teaching; using a variety of interactive methods, such as mind maps, brainstorming sessions, and interactive presentations.

# Learning Objectives:

* Learning Objective 1: Students can explain what distinguishes international marketing from marketing focusing on the home country
* Learning Objective 2: Students can recall two main approaches: Standardisation and Adaption
* Learning Objective 3: Students understand the main management approaches affecting international marketing: Ethnocentric, Regiocentric, Polycentric, and Geocentric
* Learning Objective 4: Students can apply global positioning strategies

# Assessment Method:

* In-class assignment (optional)

# Comment:

Interactive Exercises are in blue font and self-study ones in orange.

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| Session # | Session Content | Method(s) | Learning Objectives of Session | Material | Time (mins.) | Comments |
| 1 | **International Marketing** | | | | **90** | **15 min self-study** |
| Introduction to the contents, learning objectives, short quiz on location of parent country | Short lecture | Students become familiar with the contents, learning objectives, and structure of the lecture | PPT presentation (slides 2,3,4) | 10 | *(Orientation phase)* |
| Introduction to the topic  Check previous knowledge about what is a marketing plan, and why to make it  Warm up and discussion | Open brainstorm with students  Collect answers on white board | Activate students’ previous knowledge and raise interest for the topic  Students understand the terms | White board or online tool for mindmaps (e.g. FreeMind, Freeplane)  (Slide 5) | 10 | *(Orientation phase)*  *(Work phase)*. |
| International marketing vs. national marketing | Presentation | Students can explain what distinguishes international marketing from marketing focusing on the home country | PPT presentation (Slides 6-8) | 10 |  |
| The Global Marketing Mix | Discussion on Video | Students become familiar with basic concepts of global marketing mix | <https://www.youtube.com/watch?v=vRTuaTg0V5c&feature=youtu.be>  Slide 9 | 10 | Students should watch the video (self-study 15 min) |
| Standardisation vs. Adaption | Lecture  Including short discussion on examples (slide 30: 5 min) | Students can recall two main approaches: standardisation and adaption  Students understand the main management approaches affecting international marketing: Ethnocentric, Regiocentric, Polycentric, and Geocentric  Students can apply global positioning strategies | PPT presentation (Slides 10-26) | 50 |  |
|  | Summary |  |  | Slide 27-28 |  |  |
| 2 | Interactive Presentation | Self-study |  | HP5 presentation as a self-study for review |  | 90 |