

Course description

Winter & Summer Schools

GENERAL DATA			
Course Unit Title	International Marketing		
Module			
Course Unit Code	IFLV6512	Type of Course Unit	ILV
Level of Course Unit	Bachelor	Year of Study	
Semester	Spring 2026	ECTS Credits allocated	3
SPECIAL INFORMATION			
Name of Lecturer	Rene Dentiste Mueller, Ph.D.		
Objective of the Course (Learning Outcomes)	The objectives of the course are to have students: 1) have a raised consciousness of the importance of viewing international marketing management strategies from a global perspective; 2) learn fundamental principles and theories of international marketing; and 3) develop professional skills needed for identifying and analysing important cultural and environmental uniqueness of any nation or global region.		
Mode of Delivery	face-to-face		
Course Contents	<p>Scope and Challenge of International Marketing- globalization and population trends, rational of internationalization, and emerging markets New trends such as green marketing, corporate social responsibility and social media.</p> <p>The International Marketing Environment different context (political and economic environments, cultures, norms, laws). Multinational trade agreements and strategies related to products, pricing, logistics, and integrated marketing communications and explored.</p> <p>The courses will examine international marketing and marketing decisionmaking by focusing on country differences and how managers develop strategies for coping. Emphasis is placed on marketing techniques and methods of expanding participation in foreign markets.</p> <p>Daily quizzes will be given on assigned readings</p> <p>Global vs International Strategies</p> <p>Consumer attitudes towards foreign products</p> <p>International Marketing Environment (economic, political, legal, cultural, demographic, infrastructure differences)</p> <p>Intellectual Property Rights</p> <p>Product adaptations and international standards</p> <p>brands and logos</p> <p>Pricing for international markets</p> <p>distribution trends and gray markets</p> <p>Cross-cultural marketing communications</p>		
Recommended Reading	<p>Mueller: Levitt, T (1983) The Globalization of Markets by T Levitt. Harvard Business Review (1983) May-June</p> <p>Ghemawat, P ((2001) Distance Still Matters, Harvard Business Review, Sept.</p> <p>QUICK READINGS</p> <ul style="list-style-type: none"> • The Global Hallal market • Local vs Global Brands • Bottom of the Pyramid 		

	<ul style="list-style-type: none"> • Should You Care about Country of Origin Impact? • How Ikea Tweaked its products • Why Oakley's "Asian fit" sunglasses aren't racist, just science • For Brands Moving to Asia, Ensure Sizing Isn't Lost in translation • Mercedes Sprinter Van
Additional Literature	Cateora and Graham (any edition) International Marketing , McGraw Hill: New York
Planned Learning Activities and Teaching Methods	Planned learning activities and teaching methods - Lecture, Case Studies, Project-Based Learning
Assessment Methods and Criteria	Short projects (4) and exam.