



**Nanchang University**  
**MKTG316: International Marketing**  
(Last Updated in Jan. 2024)

**Credit: 6**

***Contact Hours***

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session (3 contact hours) and Final Exam (3 contact hours) at the end of this term. This course has 72 contact hours in total.

***Course Description***

The course studies how the theory of marketing apply to organization who are involved in global market. The essence of this course is on the nature of international market; connections to current event will be emphasized.

*Note: This Syllabus is subject to change based on the needs of the class.*

***Required Textbook***

International Marketing 15th Edition, *Cateora, P., Gilly, M. & Graham, J.*

***Grading***

- Participation 5%
- Homework 15%
- Presentation 15%
- Midterm 25%
- Final Exam 40%

Letter Grade	Grade Points
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49



## ***Course Schedule***

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

### Class 1

Introduction & International Marketing Defined

### Class 2

Aspects of the Domestic & Foreign Environment  
Stages of International Marketing Involvement

### Class 3

The Dynamic Environment of International Trade  
Global Perspective: Trade Barriers—An International Marketer's Minefield

### Class 4

Balance of Payments & Protectionism  
Easing Trade Restrictions

### Class 5

Historical Perspective in Global Business  
Geography and Global Markets

### Class 6

Dynamics of Global Population Trends  
World Trade Routes & Communication Links

### Class 7

Culture's Pervasive Impact  
Definitions and Origins of Culture

### Class 8

Elements of Culture  
Cultural Change

### Class 9

Culture, Management Style, and Business Systems

### Class 10

Political Environment: A Critical Concern  
Stability of Government Policies



Class 11

Political Risks of Global Business

Review

Class 12

Midterm

Class 13

The International Legal Environment: Playing by the Rules

Class 14

The International Legal Environment: Playing by the Rules

Class 15

Global Vision & Marketing Research

Class 16

Global Vision & Marketing Research

Class 17

Marketing and Economic Development

Class 18

Big Emerging Markets (BEMs) & The Americas

Class 19

Regional Market: Europe

Class 20

Regional Market: Africa, Middle East

Class 21

The Asia Pacific Region

Class 22

Asia Pacific Trade

Class 23

A Focus on Diversity with China

Class 24

Review for Final



## ***Attending Policy***

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

## ***Policy on “Late Withdrawals”***

In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

## ***Academic Honesty***

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

## ***General Expectations:***

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

## ***Special Needs or Assistance***

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.