



Syllabus

| | | | | | |
|---|-----------------------|-------------------------|---------------------------------|---------------------------------|----------------------|
| Course No. | 1900734W | College | College of Economics Management | Dept. | Economics Department |
| Teacher | Donglan Zha | | | | |
| Time | 2022.06.28-2022.07.15 | | | | |
| Course Name | English | International Marketing | | | |
| | Chinese | 国际市场营销 | | | |
| Course hours | Total | Theory | Experiment | Office Hour and Practice | Credits |
| | 70 | 60 | | 10 | 12.0 |
| <p>Course description : Describe the nature, academic status, and aims of the course (theory, ability and technique)</p> <p>The International Marketing course was develop to provide students with background for making marketing decisions in the international business environment and to develop their capacity to assess and solve international marketing problems. This course will provide a basis for evaluating opportunities existing in the international markets and learning how to write a marketing plan. Through lecture, discussion, and research, students will develop the ability to prepare marketing programs, which effectively reduce risks and take advantage of opportunities in the marketplaces of the world.</p> | | | | | |
| <p>Requirements for courses; ability and knowledge in advance</p> <p>The knowledge of management, microeconomics and macroeconomics</p> | | | | | |



Course structure explanation:

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

Module 1:

- Chapter 1 Introduction
- Chapter 2 The marketing environment
- Chapter 3 Marketing mix

Module 2:

- Chapter 4 Consumer buying behavior
- Chapter 5 Market information and marketing research
- Chapter 6 Segmenting, targeting and positioning

Module 3:

- Chapter 7 International market entry
- Chapter 8 Service marketing
- Chapter 9 Green marketing

Module 4:

- Chapter 10 Marketing communication mix
- Chapter 11 Marketing plan, control and adult

Teaching methods (Lectures, practice, etc)

This course will be taught using lectures, discussions and case study. Student participation is a key element in the learning situation and your active involvement in course activities is expected.

Forms of examination and requirements

Structure of the final grade(including presence, class performance,), focus of exam, forms of exam(test, interview, final report, etc)

- Attendance and class-written activity 10%
- Three quiz 15%
- Exams 30%
- Group project 45%

| Textbook | Name | Publisher | Author | Year | Price |
|----------|------|-----------|--------|------|-------|
|----------|------|-----------|--------|------|-------|



南京航空航天大学

Nanjing University of Aeronautics and Astronautics

| | | | | | |
|-----------------------|-------------------------|------------------------------|---------------|-------------|--------------|
| | International Marketing | McGraw Hill Higher Education | Pervez Ghauri | 2014 | |
| Reference s | Name | Publisher | Author | Year | Price |
| | | | | | |
| | | | | | |
| Website | | | | | |
| Course members | | | | | |
| College | | | | | |