



Syllabus

Course No.	1900734W	College	College of Economics and Management	Dept.	Economics Department
Teacher	Donglan Zha				
Time	2022.12.19—2023.01.06				
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
Course description : Describe the nature, academic status, and aims of the course (theory, ability and technique) 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.					
Requirements for courses; ability and knowledge in advance					
The knowledge of management, microeconomics and macroeconomics					



南京航空航天大学

Nanjing University of Aeronautics and Astronautics

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					