

科目コード／科目名 (Course Code / Course Title)	BT170／Modern Consumer Culture and Society		
テーマ／サブタイトル等 (Theme / Subtitle)	International Marketing		
担当者名 (Instructor)	ザン, C. (CHANG CHIAO YUN)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	GBU3101	言語 (Language)	英語 (English)
備考 (Notes)			

授業の目標 (Course Objectives)

Upon completion of this International Marketing module, students will be able to:

- Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments.
- Be able to analyse foreign markets to determine their overall export potential.
- Be able to explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk.
- Understand the concepts of product life cycle and the classification of goods and their importance for foreign market acceptance, product adaptation and overall marketing strategy decision making.
- Apply basic and advanced marketing concepts to develop integrated marketing plans in global markets.

授業の内容 (Course Contents)

This course is designed to explore key issues and current debates in the field of International Marketing. The main purpose of the module is to reflect both the theory and the application of the subject studied through the use of textbooks, case studies and journal articles. The module is structured as follows:

- (i) Theoretical concepts in the discipline of international marketing and the importance of how to think globally in business will be discussed.
- (ii) The impact of political, legal, economic and cultural factors on marketing activities across countries will be investigated.
- (iii) Students will learn to analyse marketing plans and consumer product strategy at the global level via case studies.

To complete the module successfully, attendance at all classes is advised. Students are also expected to work independently, undertake any required background reading or practice exercises, and actively participate in discussions or small group work.

授業計画 (Course Schedule)

1. Introduction and overview of the course (face-to-face)
2. Globalization Imperative (face-to-face)
3. Global Cultural Environment and Buying Behaviour (face-to-face)
4. Marketing Research (face-to-face)
5. Segmentation and Positioning (face-to-face)
6. Marketing Strategies (face-to-face)
7. Test 1 (Group Presentation) (face-to-face)
8. Global Market Entry Modes (online)
9. Product and Market Development (online)
10. Communication Strategies (online)
11. Global Logistics (online)
12. Market in Emerging Markets (online)
13. Global Marketing the Internet (online)
14. Test 2 (Group Presentation)

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

A list of cases and articles will be provided via the e-learning system. Articles are from leading international marketing journals as well as some popular business magazines. It is highly recommended that students should check their email box regularly in order not to miss any notice from the lecturer.

成績評価方法・基準 (Evaluation)

Class contribution(20%)/Group Presentation X2(40%)/Case Study X2(20%)/Quiz X2(20%)

テキスト(Textbooks)

1. Masaaki Kotabe; Kristiaan Helsen. 2020. *International Marketing*. Wiley (ISBN:978-1-119-56311-2)

Students are able to access and download the ebook at Rikkyo library.

参考文献(Readings)

1. Marye Tharp. 2014. *Transcultural Marketing: Building Customer Relationships in Multicultural America*. Routledge (ISBN:978-0765643001)

2. Stan Paliwoda; Tim Andrews; Jungsong Chen. 2015. *Marketing Management in Asia*. Routledge (ISBN:978-1138959781)

3. Masaaki Kotabe. 1992. *Global Sourcing Strategy*. Quorum (ISBN:978-0899306674)

4. Ilan Oshri; Julia Kotlarsky; Leslie P. Willcocks. 2015. *The Handbook of Outsourcing and Offshoring*. Palgrave Macmillan (ISBN:978-1137437426)

5. Gerald Albaum; Edwin Duerr. 2008. *International Marketing and Export Management*. Prentice Hall (ISBN:978-0273713876)

6. Ilan Alon; Eugene Jaffe; Christiane Prange; Donata Vianelli. 2017. *Global Marketing*. Routledge (ISBN:978-1138807884)

その他(HP等)(Others(e.g.HP))

The above course schedule is tentative and is subject to change.

Please bring your own device to the class.

Sheltered Course(Min.TOEIC:730)

Contact with Professor

If you have any questions about the course, contact me by e-mail 5553906@rikkyo.ac.jp

注意事項(Notice)

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