

SYLLABUS

Course Title - International Marketing

Course code –

ECTS credits – 5

Auditorium hours - 34

Prerequisites– Introduction of Management and Marketing, English language, Research methodology

Professor/ Instructor – Vilen Khachatryan (Doctoral Degree in Economics (Ph.D), Associate Professor (Docent))

Instructors E-mail - khachatryanvilen1981@yahoo.com

Class website -

COURSE DESCRIPTION

Marketing is the set of human activities directed at facilitating and consummating exchange. The tools of marketing (product development, pricing, distribution, communication, etc.) are not only applicable to business organizations but to such institutions as foundations, government bureaus, museums and public school systems. Marketing is fundamental to our way of life, it affects us as consumers, as citizens, as legislators and as businessmen. Looking at our present world (underdeveloped nations, consumer dissatisfaction, changing values, resources limitations, magnitude of marketing expenditures, etc.) we can see that marketing is dynamic, complex and froth with problems and opportunities. This vast potential of unsolved problems and untapped opportunities demand creativity and resources. Marketing can be exciting if you like to understand and to cope with human behavior, to contribute to both others and yourself and to confront uncertain situations.

COURSE OBJECTIVES

The goal of this course is to build a basic framework to enable students to evaluate, describe, and design marketing activities with practical insights into the real world. This course provides a decision-oriented overview of International marketing in modern organizations. Like other introductory survey courses, you will be exposed to and expected to learn the "language of marketing" (that is, terms, concepts, and frameworks) used by practicing marketing managers. However, it is also expected that by the end of the course students will have a solid understanding of the major decision areas under marketing responsibility, the basic inter-relationships of those decision areas, and an appreciation of *how to apply* key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. In combination, then, the course should help you to develop insight about creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

COURSE TOPICS/UNITS

The course will cover the following topics:

1. Marketing's Role in the Global Economy
2. Marketing's Role within the Firm or Nonprofit Organization
3. Focusing Marketing Strategy with Segmentation and Positioning
4. Evaluating Opportunities in the Changing Marketing Environment
5. Demographic Dimensions of Global Consumer Markets
6. Behavioral Dimensions of the Consumer Market
7. Business and Organizational Customers and Their Buying Behavior
8. Improving Decisions with Marketing Information
9. Elements of Product Planning for Goods and Services

10. Product Management and New-Product Development
11. Place and Development of Channel Systems
12. Distribution Customer Service and Logistics
13. Retailers, Wholesalers, and Their Strategy Planning
14. Promotion—Introduction to Integrated Marketing Communications
15. Personal Selling

TEXTBOOK(S) AND REFERENCES

1. W. D. Perreault, Jr. and E. J. McCarthy, *Basic Marketing: A Global-Managerial Approach*, 14th edition, Irwin/McGraw-Hill, Burr Ridge, Illinois, 2002.
2. International Marketing, Analysis and strategy Fourth edition, Sak Onkvisit and John J. Shaw. © 2004 Sak Onkvisit and John J. Shaw.
3. International Marketing, Geri Clarke and Ian Wilson Published by McGraw-Hill Education, Website: www.mcgraw-hill.co.uk, © 2009. Exclusive rights by The McGraw-Hill Companies.
4. International Marketing, Philip R. Cateora, Mary C. Gilly, John L. Graham. -15th ed. Published by McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Copyright © 2011 by The McGraw-Hill Companies, www.mhhe.com

GRADING PLAN

Coursework will be weighted as follows:

- a. Component 1 (class activity), weight (%) 10
- b. Component 2 (paper), weight (%) 20
- c. Component 3 (interim exam), weight (%) 0
- d. Component 4 (attendance), weight (%) 10
- e. Component 5 (final exam), weight (%) 60