



# Course Specifications

<b>Course Title:</b>	International Marketing
<b>Course Code:</b>	MKT1411
<b>Program:</b>	Bachelor in Marketing
<b>Department:</b>	Marketing
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Dar AlUloom University

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## 7. Course Identification

<b>1. Credit hours:</b> 3 Hours
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 7 <sup>th</sup> Level / 4 <sup>th</sup> Year
<b>4. Pre-requisites for this course (if any):</b> MKT1321
<b>5. Co-requisites for this course (if any):</b> None

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

### 7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
<b>Contact Hours</b>		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45
<b>Other Learning Hours*</b>		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	<b>Total</b>	4

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course is designed to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing. The course focuses on functional aspects of international marketing management, and strategic international marketing formulation. This course will help the students to gain knowledge of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.

### 2. Course Main Objective

1. To acquire the marketing knowledge, concepts, tools, and international terminology necessary to understand international concepts and issues
2. It identifies the different phases in international marketing planning and the bases of potential international markets.
3. To understand cultural diversity across markets by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Describe the impact of global and regional influences on planning process, developing strategies and evaluation	K.1
1.2	Recognize the effect of segmentation, targeting and positioning on different international Markets	K.3
1.3	Demonstrate Marketing knowledge required for developing marketing plan for an international market	K.2
1.4	Discuss different cultural, political, and legal environment, modes of entries and their impact on international trade	K.4
<b>2</b>	<b>Skills:</b>	
2.1	Compare the global environment differences in negotiating with marketing partners from different countries	S.1
2.2	Evaluate internationally oriented marketing strategies like product, price, distribution and communication strategy	S.2
2.3	Apply business ethics and corporate social responsibility concepts in international marketing practices and decisions.	S.3
<b>3</b>	<b>Competence:</b>	
3.1	Demonstrate entrepreneurial skills by developing the course project.	C.1
3.2	Exercise leadership in pursuit of innovative and practical solutions.	C.2
3.3	Effectively communicate both orally and writing communication skills using the proper presentation forms, scientific language and reasoning appropriate for business situations.	C.5

## C. Course Content

No	List of Topics	Contact Hours
1	Orientation	3
2	The Scope and Challenges of International Marketing	6
3	Cultural Dynamics in Assessing Global Markets	6
4	Developing Marketing Vision through Marketing Research	6
5	Emerging Markets	6
6	Global Marketing Management	3
7	Products and Services for Consumers	3
8	Pricing for International Marketing	3
9	Negotiations with International Customers, Partners & Regulators	6
10	Marketing Mix in the International Markets	3
<b>Total</b>		45

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Describe the impact of global and regional influences on planning process, developing strategies and evaluation	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/False</li> <li>• MCQs</li> </ul> Essay questions
1.2	Recognize the effect of segmentation, targeting and positioning on different international Markets		
1.3	Demonstrate Marketing knowledge required for developing marketing plan for an international market		
1.4	Discuss different cultural, political, and legal environment, modes of entries and their impact on international trade		
<b>2.0</b>	<b>Skills</b>		
2.1	Compare the global environment differences in negotiating with marketing partners from different countries	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignment</li> </ul> Case study
2.2	Evaluate internationally oriented marketing strategies like product, price, distribution and communication strategy		
2.3	Apply business ethics and corporate social responsibility concepts in international marketing practices and decisions.		
<b>3.0</b>	<b>Competence</b>		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Demonstrate entrepreneurial skills by developing the course project.	<ul style="list-style-type: none"> <li>Students group Independent study (Group project)</li> <li>Direct (Individual assignment)</li> </ul>	<ul style="list-style-type: none"> <li>Course project (Rubric)</li> </ul>
3.2	Exercise leadership in pursuit of innovative and practical solutions.	<ul style="list-style-type: none"> <li>Students group Independent study (Group project)</li> </ul>	Presentations (Rubric) Discussions Projects (individual and Group work)
3.3	Effectively communicate both orally and writing communication skills using the proper presentation forms, scientific language and reasoning appropriate for business situations.		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Cateora, P. R. and Graham, J. L. (2020). International Marketing (18th Edition). New York: Irwin-McGraw Hill.
<b>Essential References Materials</b>	Journals and Reports distributed on the bases of lectures delivered to the students.
<b>Electronic Materials</b>	Electronic materials posted on the course LMS page.
<b>Other Learning Materials</b>	International Trade Centre (ITC) market analysis and research trade map.

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage learning outcome
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> <li>Students</li> </ul>	<ul style="list-style-type: none"> <li>Indirect</li> </ul>
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> <li>Peer reviewer</li> </ul>	<ul style="list-style-type: none"> <li>Indirect</li> </ul>
Course learning outcomes assessment.	<ul style="list-style-type: none"> <li>Faculty members</li> </ul>	<ul style="list-style-type: none"> <li>Direct</li> </ul>
Quality of learning resources	<ul style="list-style-type: none"> <li>Students</li> </ul>	<ul style="list-style-type: none"> <li>Indirect</li> </ul>

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	MKT department council
<b>Reference No.</b>	Council meeting No.1
<b>Date</b>	08/09/2019

