



Course Specifications

Course Title:	International Marketing
Course Code:	MKT 1411
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar Al Uloom University

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	4
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	6
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours: 3 Credit hours
2. Course type
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"/>
3. Level/year at which this course is offered: 7 th Level, 4 th Year
4. Pre-requisites for this course (if any): MKT 1321
5. Co-requisites for this course (if any): No

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	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

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

The objective of the course is to

- To acquire the marketing knowledge, concepts, tools, and international terminology necessary to understand international concepts and issues
- To identify the different phases in international marketing planning and the bases of potential international markets.
- 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
1	Knowledge and Understanding	
1.1	Possess knowledge and understanding of global and regional influences on planning process, developing strategies and evaluation of international market.	K1
1.2	Demonstrate marketing knowledge required for developing marketing plan for an international market	K2
1.3	Recognize the effect of segmentation, targeting and positioning on different international Markets	K3
1.4	Discuss different cultural, political, and legal environment, modes of entries and their impact on international trade	K4
2	Skills:	
2.1	Communicate effectively the global environment differences in negotiating with marketing partners from different countries	S3
2.2	Evaluate internationally oriented marketing strategies like product, price, distribution and communication strategy	S2
2.3	Apply business ethics and corporate social responsibility concepts in international marketing practices and decisions.	S1
3	Values:	
3.1	Exhibit entrepreneurial skills by building constructive work relationships, and committing to personal, professional, and academic ethics.	V1
3.2	Be a leader in pursuit of innovative and practical solutions for international marketing problems and make logical decisions supported by arguments and evidence.	V2
3.3	Demonstrate ability to work in teams and individually to complete tasks related to international marketing practices.	V3

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
Total		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
1.0	Knowledge and Understanding		
1.1	Possess knowledge and understanding of global and regional influences on planning process, developing strategies and evaluation of international market.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Written test • True/False • MCQs • Essay questions
1.2	Demonstrate marketing knowledge required for developing marketing plan for an international market		
1.3	Recognize the effect of segmentation, targeting and positioning on different international Markets		
1.4	Discuss different cultural, political, and legal environment, modes of entries and their impact on international trade		
2.0	Skills		
2.1	Communicate effectively the global environment differences in negotiating with marketing partners from different countries	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • 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.		
3.0	Values		
3.1	Exhibit entrepreneurial skills by building constructive work relationships, and committing to personal, professional, and academic ethics.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	Course project (Rubric)
3.2	Be a leader in pursuit of innovative and practical solutions for international marketing problems and make logical decisions supported by arguments and evidence.		Presentations (Rubric) Discussions Projects (individual and Group work)
3.3	Demonstrate ability to work in teams and individually to complete tasks related to international marketing practices.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	4	10%
2	Homeworks/Assessments/Projects	10	20%
3	Mid Term	7	30%
4	Final Exam	14	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

Required Textbooks	Cateora, P. R. and Graham, J. L. (2020). International Marketing. New York: Irwin-McGraw Hill.
Essential References Materials	Journals and Reports related to lectures.
Electronic Materials	Electronic materials posted on the course LMS page.
Other Learning Materials	International Trade Centre (ITC) market analysis and research trade map

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Data Show + Smart Boards + McGraw Hill learning Platform
Other Resources (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	Students	Indirect
Effectiveness of teaching and assessment	Peer reviewer	Indirect
Course learning outcomes assessment	Faculty Members	Direct
Quality of learning resources	Students	Indirect

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

Council / Committee	Marketing Department Council
Reference No.	Council meeting No.1
Date	27/9/2022

