

INTERNATIONAL MARKETING

MARK 5331 Online – Taipei City

Dr. Adwait Khare

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~ Introduction & Objectives

- This class examines the management of marketing in international business. Topics include the cultural environment in international markets, international marketing research, various degrees of foreign involvement (exports, licensing, foreign subsidiaries), 4 Ps (product, promotion, place, and price) in international marketing, and negotiations in international marketing.

~ Course Points

Group Activities/Homeworks	750 (75%)
Final Online Exam	250 (25%)

- **Groups:** Students should form groups of 5 individuals (4 or 6 are okay if the class cannot be divided into groups of 5).
- The exam will have multiple-choice and essay questions from all materials. The professor will decide the nature of make-up work and its grading in case of any proven emergency.
- **A** (>=90%), **B** (>=80%, <90%), **C** (>=70%, <80%), **D** (>=60%, <70%), **F** (<60%)

~ Required Course Materials

- **International Marketing**, 18th ed., by Cateora, Graham, & Gilly. McGraw-Hill Education
 - **Some chapters are to be read in full, others only certain sections (see page 7 for details)**
- **PowerPoint slides**
- **Assigned Papers (see page 6 for full list)**
- The class will be conducted over one or more of MS Teams, Goggle Meet, Canvas, and Zoom. Details will be sent to students a few days before the class starts.

