

Course Title (Subtitle)	International Marketing (国際マーケティング)		Term	Fall-Winter
			Day/Period	Thu. II
			Credit	2
Instructor	Prof. Mitsunori Hirogaki	Course Code	Required/Elective	Intended Year
		23176110	Elective	1st and 2nd
Schedule	①10/5 ②10/12 ③10/19 ④10/26 ⑤11/2 ⑥11/9 ⑦11/16 ⑧11/30 ⑨12/7 ⑩12/14 ⑪12/21 ⑫1/11 ⑬1/18 ⑭1/25 ⑮2/1			
Prerequisite	This course has no particular prerequisites. However, basic knowledge regarding Marketing (STP, Marketing 4Ps, the concept of needs, wants, and demands, etc.) will ease the learning.	Keywords	Global Market Planning, Global Branding, Standardization and Customization, Social and Cultural Environment	
Overall Goal	To provide an opportunity for global marketers to understand the marketing concepts, diverse cultures, institutions, and economic environments that are significant in global marketing.	Individual Goal	This subject aims to provide knowledge about global marketing that is common in international business and the perspective of marketing in the global marketplace.	

Course Overview	For global marketers, achieving success in multilateral marketing entails understanding a country's competitive advantages, strategic positioning, and factors such as culture, environment, and governmental regulations. Therefore, students learn the key concepts in marketing principles and eventually their effective application to the global marketplace. Students from different countries with different backgrounds in terms of cultures and careers are expected to gain a deeper knowledge of the subject through interactions and exchanges.		
Access to the latest course information	▪ Kyushu University Moodle		
Class Styles	<ul style="list-style-type: none"> ▪ Lecture, seminar ▪ Group work ▪ Presentation ▪ Discussion 	Materials	<ul style="list-style-type: none"> ▪ Textbook, Printed material ▪ Electronic media ▪ Audio/Video
Teaching and Learning Methods	All lectures and discussions are conducted in English. Group work and assignments (presentation slides, a mid-term paper, a final term paper, etc.) should also be done in the same medium. The class uses PowerPoint slides and pdf handouts to be distributed in advance. Students will conduct group work, discussions, and presentations in face-to-face groups and/or the Zoom breakout rooms. (*It will be officially finalized on a case-to-case basis). The contents and topics will be modified depending on the student's progress.		

<p>Textbook References</p>	<p>● Textbooks: The lecture will use the textbook below: Babu John Mariadoss (2019) Core Principles of International Marketing, Pressbooks. This text is an e-book provided by Creative Commons for academic/educational use; thus, students do not need to subscribe. To download/read the textbook, access the link below: https://opentext.wsu.edu/cpim/ The instructor recommends that students print out/download the e-book as a pdf in case of any trouble during the class. Other references may be used to supplement each week's topics. The instructor will inform students in this case.</p> <p>● Reference books: The following books are optional; thus, students are not required to purchase them. However, these books will aid students' understanding of the course. Keegan, W. J., & Green, M. C. (2016). Global Marketing, 10th Edition. Pearson Education Limited. As of March 17, 2022, this book can be purchased at 7,800 JPY on the amazon.co.jp website. However, the price may fluctuate depending on stores and the current exchange rate. Ghemawat, P. (2007). Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business Press. Greenwald, B. C., & Kahn, J. (2005). Competition demystified: A radically simplified approach to business strategy. Penguin. Usunier, J. C., Lee, J. A., & Lee, J. (2005). Marketing across cultures. Pearson Education.</p>
<p>Grading Policy</p>	<p>The following is the computation of your final grade: class performance (attendance and contribution to the class discussion: 40%) and midterm/final presentation and reports (60%).</p>