

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
		22176112	Elective
Schedule	①10/6 ②10/13 ③10/20 ④10/27 ⑤11/10 ⑥11/17 ⑦11/24 ⑧12/1 ⑨12/8 ⑩12/15 ⑪12/22 ⑫1/12 ⑬1/19 ⑭1/26 ⑮2/2		Intended Year
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	Multinational Company, Global Marketing Strategy (GMS), Global Localization, Nontariff Barriers (NTBs), Digital Revolution on Global Marketing
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. The class uses PowerPoint slides and pdf handouts to be distributed in advance. Students conduct group work, discussions, and presentations in the Zoom breakout rooms. The contents and topics will be modified or changed, depending on the students' progress.		

Textbook References	<p>● Reference books:</p> <p>The following books are optional, and thus students, are not required to purchase. However, these books will aid students' understanding of the course.</p> <p>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 a price of 7,800 JPY on the amazon.co.jp website. However, the price may fluctuate depending on stores and the current exchange rate.</p> <p>Ghemawat, P. (2007). Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business Press.</p> <p>Greenwald, B. C., & Kahn, J. (2005). Competition demystified: A radically simplified approach to business strategy. Penguin.</p>
Grading Policy	The following is the computation of your final grade: class performance (attendance and contribution to the class discussion: 40%) and final presentation and reports (60%).