



## COURSE SYLLABUS

# WARMADEWA UNIVERSITY

## INTERNATIONAL BUSINESS AND MARKETING

WIP33B04

International Program



## INTERNATIONAL BUSINESS AND MARKETING

5 ECTS

### **COURSE DESCRIPTION**

This course covers the scope and challenges of international marketing, international trade dynamic environment, culture, legal, business systems of global market, global market politics opportunities and, how to develop a global marketing strategy. The course provides guidance in developing analytic framework for decision making based on recent developments in the field of International Marketing. The course outlines the latest global issues, discipline, competition and the skills needed in designing strategic decisions based on a global perspective.

### **OBJECTIVES**

By the end of this course students should be able:

- To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.
- To understand how companies, adjust their international strategies based on global environmental changes.
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

### **LECTURING METHOD**

The course will be presented in the form of lecture activities, classroom assignments and discussions, case studies, special topic presentation, and homework. Students will be working primarily on the basis of the textbook; though additional materials will be assigned from time to time. In order to understand the material covered in this course it is crucial that students read the material before class session to be able to contribute thoughtfully to the class discussions and exercises.

### **ASSESSMENT METHOD**

Class attendance 10 %,  
Class participation and assignments 30 %,  
Mid-term exam 30 %,  
Final exam 30 %

### **ASSIGNMENTS**

During the semester, you will do several assignments that are mainly focusing on literature reviews on different topics given by the lecturer. The assignments will be included in the course grade at the end of your semester.

### **LECTURERS**



Dr. Ketut Arnaya, S.E., M.M.  
 Dr. Ni Luh Putu Indiani, S.E., M.M.  
 Ni Kd Sioaji Yamayanti, S.E., MBA

## LECTURE TOPICS

| Week | Lecture Topics  |
|------|---|
| 1    | The scope and challenge of international marketing & the dynamic environment if international trade |
| 2    | Cultural dynamics in assessing global market  |
| 3    | Culture, management style, and business systems   |
| 4    | The political environment & the international legal environment                                     |
| 5    | Developing a global vision through marketing research   |
| 6    | Economic development and the Americas   |
| 7    | Europe, Africa and the Middle East; The Asia Pacific Region   |
| 8    | <b>Middle Test</b>  |
| 9    | Global Marketing Management & product and services for consumer                                     |
| 10   | Product and services for business   |
| 11   | International marketing channel   |
| 12   | Integrated marketing communication and international advertising                                    |
| 13   | Personal selling and Sales Management   |
| 14   | Pricing for international markets   |
| 15   | Negotiating with international customers, partners, and regulators                                  |
| 16   | <b>Final Test</b>   |

## WORKLOAD

INTERNATIONAL BUSINESS AND MARKETING

16 weeks

|  |  | Weeks per semester |   |   |   |   |   |   |   |   |    |    |    |    |    | TOTAL hrs |            |    |
|--|--|--------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|-----------|------------|----|
|  |  | 1                  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15        | 16         |    |
| INDEPENDENT WORK                         | Homework, assignments                    |                    | 2 | 2 | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  | 2         | 24         |    |
|  | Workshops                                |                    | 4 |   |   |   |   |   |   |   |    |    |    |    |    |           | 4          |    |
|  | Exam preparation                         |                    |   |   |   |   |   | 9 |   |   |    |    |    |    |    | 10        | 19         |    |
|  | Company visits, excursions               |                    |   |   |   |   |   |   |   | 4 |    |    |    |    |    |           | 4          |    |
|  | Preparation for presentations and papers |                    |   | 2 |   | 2 |   | 2 |   |   | 2  |    | 2  |    | 2  |           | 12         |    |
|  | Preparation for class                    |                    | 2 | 2 | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  | 2         | 24         |    |
|  | Follow-up for class                      |                    | 1 | 1 | 1 | 1 | 1 | 1 |   |   | 1  | 1  | 1  | 1  | 1  | 1         | 12         |    |
|  | Final essay paper                        |                    |   |   |   |   |   |   |   |   |    |    |    |    |    |           | 10         | 10 |
|  | Course evaluation                        |                    |   |   |   |   |   |   |   |   |    |    |    |    |    |           | 2          | 2  |
|  | Workshops and Excursion Paper            |                    |   |   | 2 |   |   |   |   |   |    | 2  |    |    |    |           |            | 4  |
| HRS OF EXAMS                             |  |                    |   |   |   |   |   |   | 2 |   |    |    |    |    |    | 2         | 4          |    |
| MANDATORY CLASS ATTENDANCE               | Class Weekly hrs ~ 2                     |                    | 2 | 2 | 2 | 2 | 2 | 2 |   |   | 2  | 2  | 2  | 2  | 2  | 2         | 26         |    |
| <b>TOTAL WORKLOAD PER COURSE (HOURS)</b> |  |                    |   |   |   |   |   |   |   |   |    |    |    |    |    |           | <b>145</b> |    |
| <b>TOTAL ECTS</b>                        |  |                    |   |   |   |   |   |   |   |   |    |    |    |    |    |           | <b>5</b>   |    |