



UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS AND BUSINESS
International Undergraduate Program

SYLLABUS
ECMU603026 INTERNATIONAL MARKETING
Odd Semester 2021/2022
Credit: 3
Prerequisite:
ECMU603005 Marketing Management

Lecturers:

Agung Nugroho
Department of Management
agung.nugroho@live.com

Yeshika Alversia
Department of Management
yeshika@ui.ac.id

Triana Hadiprawoto
Department of Management
 [triana.rh@ui.ac.id](mailto: triana.rh@ui.ac.id)

Description of Subject

This course aims to discuss how to organize marketing across the border: why it needs to be done, problems faced, what should be done and how to do it, so marketing to foreign countries can be implemented effectively, thanks to the understanding of the environmental differences.

Text Books

Mandatory:

Keegan, Warren J. *Global Marketing Management*, Ninth Edition, Pearson Prentice Hall International, Inc. Englewood Cliffs, NJ., 2016. (GMM)

Additional:

Cateora, P.R.; M.C. Gilly; & J.L. Graham (2009). *International Marketing*, 9th Edition. Mc Graw Hill.

Goal Subjects:

After attending this course the students are expected to know:

1. Reasons why products are marketed to overseas
2. The steps in conducting abroad marketing:
 - How do the marketing to overseas

Skills Development:

- a. Hard Skill
- b. Soft Skill

<u>Description</u>	<u>Yes/No</u>
Technical skill development	Yes
Analitical skill development	Yes
Goal setting skill development	Yes
Time management skill development	Yes
Writing skill development	Yes
Public Speaking/presentation skill development	Yes
Teamwork skill development	Yes
Self confidence development	Yes

Teaching Methods

<u>Description</u>	<u>Yes/No</u>
Class Discussion	Yes
Experiential Learning	Yes
Group Inquiry	Yes
Guided Teaching	Yes
Lecturing	Yes
Case Discussion/Case Study	Yes
Group Project	Yes

Evaluation and Assessments

Evaluation	Percentage
Weekly presentation (2 times: before and after midterm)	20 %
Individual Paper/Task/Quiz	10 %
Mid-Semester Exam	25 %
Final Exam	25 %
Final Assignment (Group Task)	20 %
Total	100 %

Students should take an active role in questioning and discussion. For that reason, before attending the class, students can prepare the materials by reading the topics to be discussed. Students are required to submit the assignment on specified time. Submitting the assignment overdue the time for any reason will not be accepted and its grade is considered zero.

Weekly Presentation (Group)

Students are given the task of presenting the material to several sessions. Students are required to make their own presentation slides. In addition to presenting the materials, students should also look for **international company in Indonesia** related to the subject matter. Description, evaluation, and critical analysis of the cases are presented at the presentation session.

Group Task (Final Assignment)

This task is made by a group. The group conduct an analysis of strategies (STP and Marketing Mix) and issues of an **Indonesian company that already go global**. The analysis are made in the form of paper and presented at the last session. Paper that have been improved over final presentation discussion should be submitted at the final test term.

Individual Task

The individual task can be in the form of: Quiz, Case Study, participation, or any other individual assignments.

Course Schedule

Session	Subject	Reference	Methods
1	Introduction to Global Marketing	GMM Ch.1	Lecturing
2	The Global Economic Environment	GMM Ch.2	Group 1 Presentation
3	The Global Trade Environment Social and Cultural Environments	GMM Ch. 3&4	Group 2 Presentation
4	Global Customer	GMM Ch. 5	Group 3 Presentation
5	Global Marketing Information System & Research	GMM Ch. 6	Group 4 Presentation
6	Segmentation, Targeting, and Positioning	GMM Ch. 7	Group 5 Presentation
7	<ul style="list-style-type: none">• Importing, Exporting, and Sourcing• Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	GMM Ch. 8&9	Lecturing / Guest Lecture
Mid Test			
8	Brand and Product Decisions in Global Marketing	GMM Ch. 10	Lecturing
9	Pricing Decisions	GMM Ch. 11	Group 1 Presentation
10	Global Marketing Channels and Physical Distribution	GMM Ch. 12	Group 2 Presentation
11	Global Marketing Communications Decisions: 1. Advertising and Public Relations 2. Promotion, Personal Selling, and Special Forms of Marketing Communication	GMM Ch.13 & 14	Group 3 Presentation
12	Global Marketing and the Digital Revolution	GMM Ch. 15	Group 4 Presentation
13	<ul style="list-style-type: none">• Strategic Elements of Competitive Advantage• Leadership, Organization, and Corporate Social Responsibility	GMM Ch. 16 & 17	Group 5 Presentation
14	GROUP TASK PRESENTATION		All Group Presentation
Final Test			

ATTENDANCE

Referring to the faculty regulation, the Program requires students to fulfill a minimum attendance of 80% to be eligible for the final exam. Thus, students should attend a minimum 12 out of 14 lecturing sessions.

EXAMINATION REGULATION

1. Students may use non-programmable calculators only.
2. Students may use the dictionary provided by the program only. Students should notify their exam supervisor(s) if they need it.
3. Students should not conduct any act of cheating during the examination. **Students will automatically be graded E for the subject if they are caught cheating during the examination of the respective subject. In addition, students will be graded E for all other subjects taken during the particular semester, whose examinations have taken place prior to the cheated examination.**
4. Deferred examination is only applicable if it is requested in written by the Program.

ORIGINALITY

Students should maintain originality and respect intellectual property rights. Therefore, students should avoid conducting any act of plagiarism when doing written assignments (if any), which may take a form of short individual / group paper and / or summary.

The followings are acts of plagiarism:

- Copying paragraphs, sentences, a single sentence, or even a significant part of a sentence directly without enclosing them in quotation marks and appropriately footnoted;
- Using and / or developing other's ideas found in printed materials or film elsewhere without explicitly referencing them to the respective author or the source of the idea.

Plagiarism is a serious infringement of intellectual property rights. **Any assignment that contains presumed plagiarism will be marked 0 (zero).**

Since students are required to write group papers, students should sign a **Statement of Authorship** and attach it to their papers before paper submission. The form of Statement of Authorship is available at the Resource Center of the Program. Lecturer(s) and / or tutor(s) will refuse to mark any paper that has no signed Statement of Authorship attached.

In addition, students should ask for cover sheet from the Resource Center of the Program for any assignment submitted.