



Nanchang University
MKTG316: International Marketing
(Last Updated in Jan. 2025)

Credit: 4

Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours) at the end of this term. This course has 72 contact hours in total.

Course Description

The course studies how the theory of marketing apply to organization who are involved in global market. The essence of this course is on the nature of international market; connections to current event will be emphasized.

Note: This Syllabus is subject to change based on the needs of the class.

Required Textbook

International Marketing 15th Edition, *Cateora, P., Gilly, M. & Graham, J.*

Grading

• Participation	5%
• Homework	15%
• Presentation	15%
• Midterm	25%
• Final Exam	40%
• Total	100%

A+	96-100	A	90-95	A-	85-89
B+	82-84	B	78-81	B-	75-77
C+	71-74	C	66-70	C-	62-65
D	60-61	F	< 60		



Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1

Introduction & International Marketing Defined

Class 2

Aspects of the Domestic & Foreign Environment

Stages of International Marketing Involvement

Class 3

The Dynamic Environment of International Trade

Global Perspective: Trade Barriers—An International Marketer's Minefield

Class 4

Balance of Payments & Protectionism

Easing Trade Restrictions

Class 5

Historical Perspective in Global Business

Geography and Global Markets

Class 6

Dynamics of Global Population Trends

World Trade Routes & Communication Links

Class 7

Culture's Pervasive Impact

Definitions and Origins of Culture

Class 8

Elements of Culture

Cultural Change

Class 9

Culture, Management Style, and Business Systems

Class 10

Political Environment: A Critical Concern

Stability of Government Policies



Class 11

Political Risks of Global Business

Review

Class 12

Midterm

Class 13

The International Legal Environment: Playing by the Rules

Class 14

The International Legal Environment: Playing by the Rules

Class 15

Global Vision & Marketing Research

Class 16

Global Vision & Marketing Research

Class 17

Marketing and Economic Development

Class 18

Big Emerging Markets (BEMs) & The Americas

Class 19

Regional Market: Europe

Class 20

Regional Market: Africa, Middle East

Class 21

The Asia Pacific Region

Class 22

Asia Pacific Trade

Class 23

A Focus on Diversity with China

Class 24

Review for Final



Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on “Late Withdrawals”

In accordance with university policy, appeals for late withdrawal will be approved **ONLY** in case of medical emergency and similar crises.

Academic Honesty

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.