

《国际市场营销学（双语）》课程教学大纲

一、课程基本信息

课程代码：16134003

课程名称：国际市场营销学（双语）

英文名称：International Marketing

课程类别：专业必修课

学时：48

学分：3

适用对象：国际贸易本科学士

考核方式：考试

先修课程：国际贸易

二、课程简介

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course is a theoretical and practical course, in the interpretation of the basic theory of marketing at the same time, combined with the actual business case analysis. International Marketing addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. Not all firms engaged in overseas marketing have a global perspective, nor do they need to.

It is with this future that the sixteenth edition of International Marketing is concerned. Emphasis is on the strategic implications of competition in different country markets. An environmental/cultural approach to international marketing permits a truly global orientation. The text is designed to stimulate curiosity about management practices of companies, large and small, seeking market opportunities outside the home country and to raise the reader's consciousness about the importance of viewing international marketing management strategies from a global perspective. Although this revised edition is infused throughout with a global orientation, export marketing and the operations of smaller companies are also included. Issues specific to exporting are discussed where strategies applicable to exporting arise, and examples of marketing practices of smaller companies are examined.

三、课程性质与教学目的

本课程是一门全英课程，是专门针对国际贸易的本科学士开设的一门专业必修课。

通过本课程的学习，首先，使学生对国际营销的学科体系有一个全面的认识，为学生进一步学习其它专业知识奠定学科基础，并使之具有较完备、合理的知识结构和实践能力。其次，使学生能明确理解国际营销特点、作用；弄清各种概念、范畴等基本知识；掌握运用各种分析方法。再次，培养学生理论联系实际的能力，在今后的实际工作和生活中，能将营销学的知识贯穿其中。最后，还要教会学生理论分析，使他们能够分析社会经济现象的具体营销事例并能以报告的形式给出分析结果和合理化建议。

四、教学内容及要求

PART ONE

Chapter 1 The Scope and Challenge of International Marketing

(一) 目的与要求

1. The benefits of international markets
2. The changing face of U.S. business
3. The scope of the international marketing task.
4. The importance of the self-reference criterion (SRC) in international marketing
5. The increasing importance of global awareness
6. The progression of becoming a global marketer

(二) 教学内容

Section1. Fundamental concepts

Customer Needs, Wants, and Demands

Section2. What is Marketing? What is International Marketing?

Marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return.

International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

The difference between international marketing and domestic marketing.

Country/ Marketer's task/ Business goal/ Business goal / Marketing environment

Section3. The International Marketing Task

The international marketer's task is more complicated than that of the domestic marketer because the international marketer must deal with at least two levels of uncontrollable uncertainty instead of one. Uncertainty is created by the uncontrollable elements of all

business environments, but each foreign country in which a company operates adds its own

（三）思考与实践

1. 掌握书上本章概念。

Needs, wants and demand Market International marketing Domestic environment
Foreign environment Self-reference criterion Controllable elements Uncontrollables
Global awareness Uncontrollable elements

2. 完成本章书后练习题。

(1) What's the structure of the text?

(2) "The marketer's task is the same whether applied in Dimebox, Texas, or Dar es Salaam, Tanzania." Discuss

(3) How can the increased interest in international marketing on the part of U.S. firms be explained?

(4) Discuss the four phases of international marketing involvement.

(5) Differentiate between a global company and a multinational company.

(6) Discuss the three factors necessary to achieve global awareness.

(7) Define and discuss the idea of global orientation.

（四）教学方法与手段

1. 教学方法：课堂讲授；课堂练习。

2. 教学手段：多媒体教学。

PART TWO International Marketing Environment

Chapter 3 History and Geography: The Foundations of Culture

（一）目的与要求

1. The importance of history and geography in understanding international markets
2. The effects of history on a country's culture
3. The effect of geographic diversity on economic profiles of a country
4. Why marketers need to be responsive to the geography of a country
5. The economic effects of controlling population growth and aging populations
6. Communication infrastructures are an integral part of international commerce

（二）教学内容

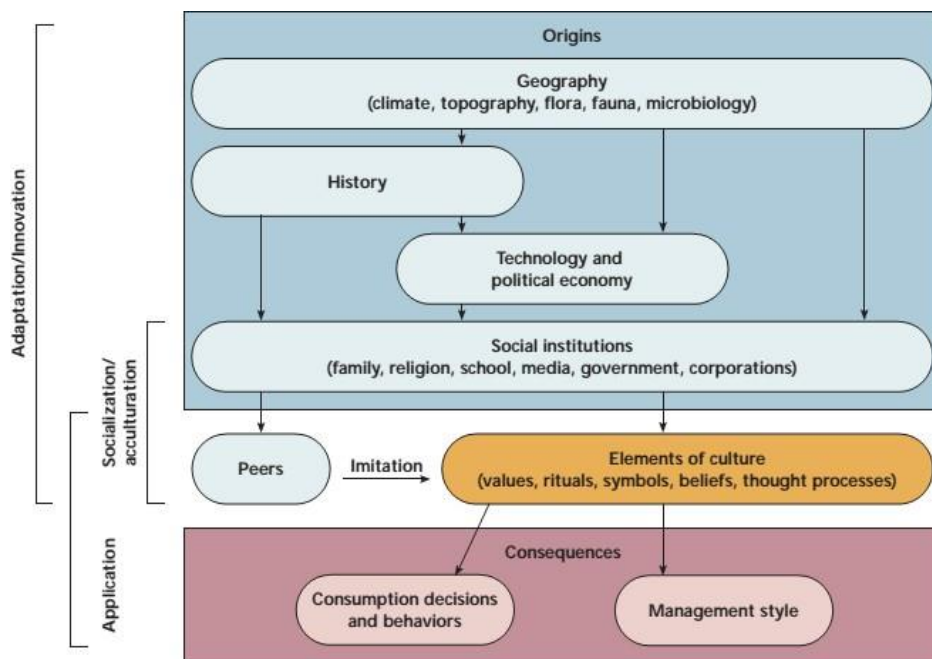
Section1. The Definitions of Culture

Culture is the sum of the "values, rituals, symbols, beliefs, and thought processes that are learned, shared by a group of people, and transmitted from generation to generation".

Expansion: ①According to the report of the 19th National Congress of the Communist Party of China, culture is the soul of a country and a nation. Without a high degree of cultural confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation.

②General secretary Xi Jinping pointed out clearly that building a strong socialist cultural power is the foundation and prerequisite for the great rejuvenation of the Chinese nation.

③The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China adopted the proposal of the Central Committee of the Communist Party of China on formulating the 14th five year plan for national economic and social development and the long-term goal for the year 2035 (hereinafter referred to as the "proposal"), which clearly puts forward the long-term goal of building a strong cultural country by 2035, and emphasizes promoting the construction of a socialist cultural power during the "14th five year plan" period.



Origins, Elements, and Consequence of Culture

Section2. Geography and Global Markets

Geography (broadly defined here to include climate, topography, flora, fauna, and microbiology) has influenced history, technology, economics, our social institutions, perhaps even the boy-to-girl birth ratio, and, yes, our ways of thinking. Geographical influences manifest themselves in our deepest cultural values developed through the millennia.

- ①Climate and Topography
- ②Geography, Nature & Economic Growth
- ③Social Responsibility & Environmental Management
- ④Resources

Section3. Populations

Necessary to know about:

rural/urban population shifts /rates of growth /age levels /population control /population decline and aging /worker shortage and immigration

- ① Global Population Trends

- ②Population Control Issues
- ③Population Decline and Aging
- ④The Population Structure

Expansion: ①The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China proposed to raise people's income level, strengthen the employment priority policy, build a high-quality education system, improve the multi-level social security system, comprehensively promote the construction of a healthy China, implement the national strategy to actively respond to the aging population, and strengthen and innovate social governance.

②General secretary Xi Jinping put forward in the nineteen major reports of the party: "actively respond to the aging of the population, and build a policy system for the elderly, the elderly and the elderly, and the social environment".

(三) 思考与实践

1. 掌握本章概念.

Culture Geography Climate and Topography Social Responsibility Environmental Management

2. 完成本章书后练习。

- (1) Why study geography in international marketing?
- (2) How does an understanding of history help an international marketer
- (3) Some say the global environment is a global issue rather than a national one. What does this mean?
- (4) Pick a country and show how employment and topography affect marketing within the country.
- (5) The marketer “should also examine the more complex effect of geography on general market characteristics, distribution systems, and the state of the economy.” Comment
- (6) The world population pattern is shifting from rural to urban areas. Discuss the marketing ramifications.
- (7) Select a country with a stable population and one with a rapidly growing population. Contrast the marketing implications of these two situations.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 4 Cultural Dynamics in Assessing Global Markets

(一) 目的与要求

1. The importance of culture to an international marketer
2. The origins of culture
3. The elements of culture
4. The impact of cultural borrowing
5. The strategy of planned change and its consequences

(二) 教学内容

Section1. A CASE EQUITIES AND Ebay –CULTURE GETS IN THE WAY

Section2. Culture’s Pervasive Impact

Consumption of different types of food influences culture

Chocolate by Swiss, seafood by Japanese preference, beef by British, wines by France and Italy, Even diseases are influenced by culture stomach cancer in Japan, and lung cancer in Spain

Exhibit 4.2

Patterns of Consumption (annual per capita)

Country	Cut Flowers (stems)	Chocolate (kg)	Fish and Seafood (\$)	Dried Pasta (kg)	Wine (\$)	Tobacco (\$)
France	81	3.9	254	5.7	203	370
Germany	120	7.8	84	5.9	128	411
Italy	87	2.6	228	18.5	111	438
Netherlands	125	4.8	86	2.7	130	391
Spain	33	2.0	357	3.9	44	491
United Kingdom	48	10.5	88	1.5	189	449
Japan	110	1.1	384	1.5	30	194
United States	75	5.0	43	3.1	84	305

Expansion: The excellent traditional Chinese culture has an important contribution to the development of human beings. Since the Chinese history could be textually researched to the Ming and Qing Dynasties, the development history of China represents the most advanced level of the world humans' development from the gradual evolution of Chinese characters to various forms of arts blooming, from the Four Great Inventions to the imperial examination system, from the Silk Road to Zheng He's Expedition to the West later. The history displays many examples that the great traditional Chinese culture have made great contributions to mankind. It is not only the unique creation of China, but also the representation of core spirit of Eastern and Western civilizations. The excellent traditional Chinese culture has left a great length and thick and heavy colour traces in the history of mankind, it is the common esteem that all mankind enjoy, and the invaluable asset that Chinese people take for pride.

The cultural values of a country influence its national psychology and identity. Citizens' values and public opinions are conveyed to state leaders through the media and other information channels, both directly and indirectly influencing decisions on foreign policy. The traditional cultural values that influence the psyche of the Chinese people are harmony, benevolence, righteousness, courtesy, wisdom, honesty, loyalty, and filial piety.

Discussion: Why there are no Starbucks in Italy?

Section3. Culture's Social Institutions

Social institutions including family, **religion**, school, the media, government, and corporations all affect culture

Expansion: In traditional Chinese culture, religion plays a very important role in China, Confucianism, Taoism and Buddhism were together discussed in the period of Wu Emperor in North Zhou Dynasty, till now Confucianism has got a stable status, Taoism gradually rises, Buddhism advocates Tianzhu, discuss from difficulty gradually to harmony. The three thoughts are different, but the cores are the same, they all make people tend to kindness with slightly difference, but without affecting the whole. Chinese religion emphasizes benevolence, kindness, and harmony, which is widely divergent from Western religious thought of God's destruction, or killing infidels. And this is also an important part of Chinese traditional culture.

The family, social classes, group behavior, age groups, and how societies define decency and civility are interpreted differently within every culture

1. Family behavior varies across the world
2. Religious value systems differ across the world
3. School and education, and literacy rates
4. Media (magazines, TV, the Internet) influences culture and behavior
5. Government policies influence the thinking and behaviors citizens of adult citizens, e.g., the French government offers new “birth bonuses” of \$800 given to women as an incentive to increase family size
6. Corporations influence culture via the products they market, e.g., MTV

Section4. Culture’s Social Institutions

1. Cultural Values
2. Rituals
3. Symbols
4. Beliefs
5. Thought Processes

(三) 思考与实践

1. 掌握书上本章概念。

Social institutions Cultural values Rituals Linguistic distance Cultural sensitivity
Cultural borrowing Cultural congruence Planned change

2. 完成本章书后练习题。

- (1) What role does the marketer play as a change agent?
- (2) Discuss the three cultural change strategies a foreign marketer can pursue.
- (3) “Culture is pervasive in all marketing activities.” Discuss.
- (4) What is the importance of cultural empathy to foreign marketers? How do they acquire cultural empathy?
- (5) Why should a foreign marketer be concerned with the study of culture?
- (6) “Members of a society borrow from other cultures to solve problems that they face in common.” What does this mean? What is the significance to marketing?
- (7) “For the inexperienced marketer, the ‘similar-but-different’ aspect of culture creates an illusion of similarity that usually does not exist.” Discuss and give examples.
- (8) Social institutions affect culture and marketing in a variety of ways. Discuss, giving examples.
- (9) “Markets are the result of the three-way interaction of a marketer’s efforts, economic conditions, and all other elements of the culture.” Comment.
- (10) What are some particularly troublesome problems caused by language in foreign marketing? Discuss.
- (11) Defend the proposition that a multinational corporation has no responsibility for the consequences of an innovation beyond the direct effects of the innovation, such as the product’s safety, performance, and so forth.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 5 Culture, Management Style, and Business Systems

(一) 目的与要求

1. The necessity for adapting to cultural differences
2. How and why management styles vary around the world
3. The extent and implications of gender bias in other countries
4. The importance of cultural differences in business ethics
5. The differences between relationship-oriented and information-oriented cultures

(二) 教学内容

Section1. Adaptation

Required adaptation; Degree of adaptation

Section2. Cultural Imperatives, Electives and Exclusives

Cultural imperatives: business customs and expectations that must be met, conformed, recognized and accommodated if relationships are to be successful

Cultural electives: areas of behavior or to customs that cultural aliens may wish to conform to or participate in but that are not required

Cultural exclusives: customs or behavior patterns reserved exclusively for the locals and from which the foreigner is barred and must not participate

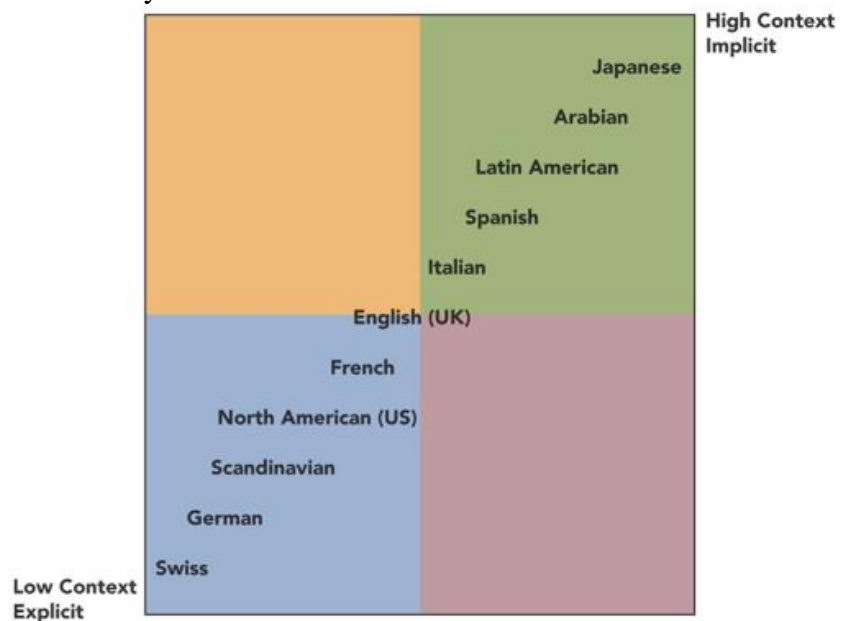
Section3. Differences in Management Styles Around the World

1. Authority and Decision Making
2. Management Objectives and Aspirations
3. Differences in Communication Styles

Exhibit 5.2

Contextual Background of Various Countries

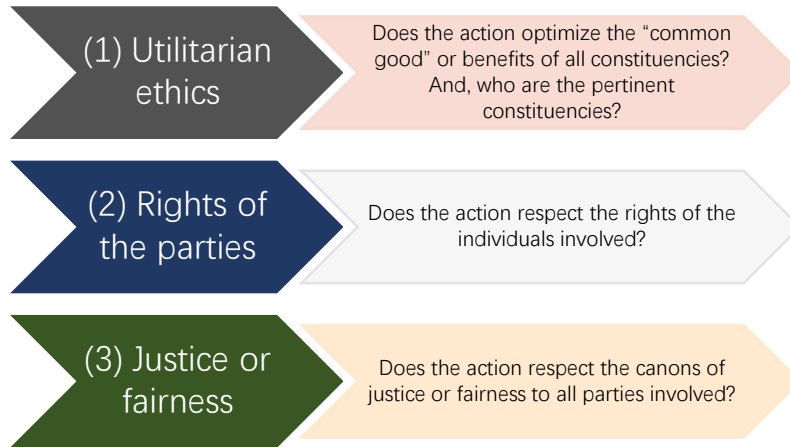
Note: Patterned after E. T. Hall.



4. Formality and Tempo
5. P-Time versus M-Time
6. Negotiations Emphasis
7. Market Orientation

Section4. Gender Bias

Section 5. Business Ethics



(三) 思考与实践

1. 掌握书上本章概念。

Cultural imperative; Cultural elective; Cultural exclusive; Silent languages; Monochronic time (M-time); Polychronic time (P-time); Bribery; Lubrication; Subornation

2. 完成本章书后练习题。

- (1) "More than tolerance of an alien culture is required; there is a need for affirmative acceptance of the concept 'different but equal.'" Elaborate.
- (2) "We should also bear in mind that in today's business-oriented world economy, the cultures themselves are being significantly affected by business activities and business practices." Comment.
- (3) "In dealing with foreign businesses, the marketer must be particularly aware of the varying objectives and aspirations of management." Explain.
- (4) Suggest ways in which persons might prepare themselves to handle unique business customs that may be encountered in a trip abroad.
- (5) Business customs and national customs are closely interrelated. In which ways would one expect the two areas to coincide, and in which ways would they show differences? How could such areas of similarity and difference be identified?
- (6) Identify both local and foreign examples of cultural imperatives, electives, and exclusives. Be prepared to explain why each example fits into the category you have selected.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 6 The Political Environment: A Critical Concern

(一) 目的与要求

1. What the sovereignty of nations means and how it can affect the stability of government policies
2. How different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes can affect the environment for marketing in foreign countries
3. The political risks of global business and the factors that affect stability
4. The importance of the political system to international marketing and its effect on foreign investments

5. The impact of political and social activists, violence, and terrorism on international business
6. How to assess and reduce the effect of political vulnerability
7. How and why governments encourage foreign investment

(二) 教学内容

Section1 Sovereignty of Nations

A sovereign state is independent and free from all external control.

China and Singapore

China and India

Expansion: Socialist democracy with Chinese characteristics is being constantly improved and developed. Since China adopted the reform and opening-up policies at the end of the 1970s, while making efforts to steadily deepen the reform of its economic system, the country has unswervingly pushed forward reforms of its political system. China's democratic system has been continuously improved, and the forms of democracy are becoming more varied. The people are exercising fully their right to be masters of the state. The building of political democracy with Chinese characteristics is progressing with the times, exhibiting great vigor and vitality. The four self-confidence are the road confidence of socialism with Chinese characteristics, the theoretical self-confidence, the system self-confidence and the cultural self-confidence.

Section2. Stability of Government Policies

The ideal political climate for a multinational firm is a stable, friendly government. Unfortunately, governments are not always stable and friendly, nor do stable, friendly governments always remain so.

At the top of the list of political issues concerning foreign businesses is the stability or instability of prevailing government policies.

Africa

The reasons for the instability of Governments and Policies:

Expansion: REPORT ON THE WORK OF THE GOVERNMENT

----Second Session of the 13th National People's Congress of the People's Republic of China, March 2019 “ We followed the general principle of pursuing progress while ensuring stability, and worked holistically to maintain stable growth, advance reform, make structural adjustments, improve living standards, and guard against risks. We handled economic and trade frictions with the United States appropriately. We worked to ensure stable employment, a stable financial sector, stable foreign trade, stable foreign investment, stable domestic investment, and stable expectations.”

Some forms of government seem to be inherently unstable

- 1)Changes in political parties during elections can have major effects on trade conditions
- 2)Nationalism
- 3)Animosity targeted toward specific countries
- 4)India&Palestine; Turkey&Greece; Korea&North Korea;
- 5)Trade disputes

- 1.Forms of Government
2. Political Parties
3. Nationalism

4. Targeted Fear and /or Animosity
5. Trade Disputes: Examples

Section 3. Political Risks of Global Business

1. Political Risks

① Confiscation

② Expropriation

③ Domestication

- Exchange Controls
- Local Content Laws
- Import Restrictions
- Tax Controls
- Price Controls

Labor Problems

Violence, Terrorism and War

2. Economic Risks

3. Political Sanctions: Examples from the U.S.

4. Political and Social Activists

Political Sanctions: Examples from the U.S. 6. Cyberterrorism and Cybercrime

Section 4. Assessing Political Vulnerability

1. Politically Sensitive Products and Issues

2. Forecasting Political Risk

Section 5. Lessening Political Vulnerability

Joint Ventures

Expanding the Investment Base

Licensing Planned Domestication

Political Bargaining

Political Payoffs

Section 6. Government Encouragement

Governments can both encourage and discourage foreign investment.

The key reason to encourage foreign investment is to accelerate the country's economic growth.

During the recent economic downturn, the U.S. government has been particularly creative in helping promote American exports.

(三) 思考与实践

1. 掌握书上本章概念。

Sovereignty Nationalism Confscation Expropriation Domestication Political and social activists (PSAs) Nongovernmental organizations (NGOs)

2. 完成本章书后练习题。

(1) “A crucial fact when doing business in a foreign country is that permission to conduct business is controlled by the government of the host country.” Comment.

- (2) What are the main factors to consider in assessing the dominant political climate within a country?
- (3) What are the most common causes of instability in governments? And discuss how governmental instability can affect marketing.
- (4) What are the most frequently encountered political risks in foreign business? Discuss.
- (5) Expropriation is considered a major risk of foreign business. Discuss ways in which this particular type of risk can be minimized somewhat as a result of company activities.
- (6) Select a country and analyze it politically from a marketing viewpoint.
- (7) There is evidence that expropriation and confiscation are less frequently encountered today than just a few years ago. Why? What other types of political risks have replaced expropriation and confiscation in importance?
- (8)) Discuss ways the companies discussed in the Global Perspective could have minimized their losses in the banana wars.
- (9) Discuss any ethical and socially responsible issues that may be implied in the Global Perspective.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 7 The International Legal Environment: Playing By the Rules

(一) 目的与要求

1. The four heritages of today's legal systems
2. The important factors in the jurisdiction of legal disputes
3. The various methods of dispute resolution
4. The unique problems of protecting intellectual property rights internationally
5. How to protect against piracy and counterfeiting
6. The many issues of evolving cyber law
7. The legal differences between countries and how those differences can affect international marketing plans
8. The different ways U.S. laws can be applied to U.S. companies operating outside the United States
9. The steps necessary to move goods across country borders

(二) 教学内容

Section1. A CASE TOYOTA

Section2. Bases for Legal Systems

Common Law

Civil or Code Law

Islamic Law

Commercial Legal System in Marxist-Socialist economies or states

Expansion: Continual progress in China has been made in building a democratic system within the legal framework. Marked achievements have been recorded in the reform of the state leadership system, legislative system, administrative management system, decision-making system, judicial system, personnel system, and supervision and checking system. Guided by the objective of ruling the country by law and building a socialist country under the rule of law, more efforts are being made to build socialist democracy so that it is institutionalized, standardized and in line with prescribed procedures. A socialist law regime with Chinese characteristics and with the Constitution at its core has been preliminarily formed. Major aspects of China's politics, economics, culture and social life are now within the purview of the rule of law.

① 《Implementation outline for the construction of a society ruled by law (2020-2025)》

② "Four comprehensives" means building a moderately prosperous society in an all-round way, deepening reform in an all-round way, ruling the country in accordance with the law in an all-round way, and administering the party strictly in an all-round way.

Section3. Jurisdiction in International Legal Disputes

- 1) jurisdictional clauses included in contracts
- 2) where a contract was entered into, or
- 3) where the provisions of the contract were performed

Section4. International Dispute Resolution

Conciliation

Arbitration

Litigation

Section5. Protection of Intellectual Property

- 1) Counterfeiting and Piracy
- 2) Intellectual Property Rights: Inadequate Protection
- 3) Intellectual Property Rights: Prior Use vs. Registration
- 4) International Conventions
- 5) Other Managerial Approaches

Expansion: China's judicial structure and system are important components of the country's system of socialist political democracy. China had made big progress in protecting intellectual property. Over the years, China has endeavored to build and improve its judicial system and working mechanism, strengthen the building of judicial democracy, and guarantee the legitimate rights and interests of citizens and legal persons through judicial justice, and realize social fairness and justice.

Section6. Cyberlaw: Unresolved Issues

- 1) Cybersquatting
- 2) Taxes
- 3) Jurisdiction of Disputes and Validity of Contracts

Section7. Commercial Law within Countries:

- 1) Marketing Laws

- 2) Green Marketing Legislation
- 3) Foreign Countries 'Antitrust Laws

Section8. U.S. Laws Apply in Host Countries

Leaving the boundaries of a home country does not exempt a business from home-country laws

What is illegal for an American business at home can also be illegal by U.S. law in foreign jurisdictions for the firm, its subsidiaries, and licensees of U.S. technology

Section9. Export Restrictions

National Security Laws

Determining Export Regulations

Electronic services: ELAIN, STELA, ERIC and SNAP

(三) 思考与实践

1. 掌握本章概念。

Common law Code law Islamic law Marxist-socialist tenets Conciliation
Arbitration Litigation Prior use Registration Cybersquatters (CSQs)

2. 完成本章书后练习题。

①) How does the international marketer determine which legal system will have jurisdiction when legal disputes arise?

② Discuss the state of international commercial law.

③ What is the “objective theory of jurisdiction”? How does it apply to a firm doing business within a foreign country?

④ Discuss some of the reasons seeking an out-of-court settlement in international commercial legal disputes is probably better than suing. In many code-law countries,

registration rather than prior use establishes ownership of intellectual property rights.

⑤ Discuss the advantages to the international marketer arising from the existence of the various international conventions on trademarks, patents, and copyrights.

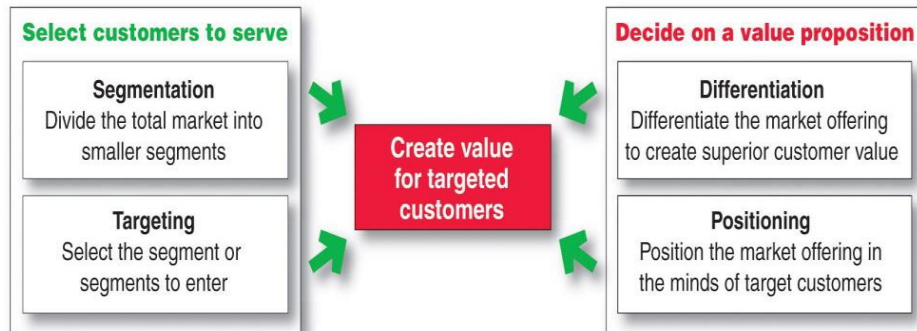
⑥ “The legal environment of the foreign marketer takes on an added dimension of importance since there is no single uniform international commercial law which governs foreign business transactions.” Comment.

⑦ Assume you are a vice president in charge of a new business-to-business e-commerce division of a well-known major international auto parts manufacturer. A cybersquatter has registered the company name as a domain name. What are your options to secure the domain name for your company? Discuss the steps you should take to ensure worldwide protection of your domain name.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

PART THREE STP



Chapter 8 Market Segmentation (Kotler—chapter7)

(一) 目的与要求

1. Describe a market segmentation.
2. Classify the market segmentation
3. Segment consumer markets
4. Identify multiple segmentation
5. Identify effective segmentation

(二) 教学内容

Section1. The Definition of Market Segmentation

Market segmentation is the process that companies use to divide large heterogeneous markets into small markets that can be reached more efficiently and effectively with products and services that match their unique needs

Section2. The Classification of Market Segmentation

- Segmenting consumer markets
- Segmenting business markets
- Segmenting international markets
- Requirements for effective segmentation

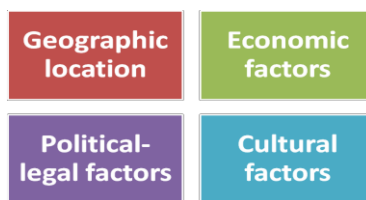
Section3. Segmenting Consumer Markets

Geographic segmentation
Demographic segmentation
Psychographic segmentation
Behavioral segmentation

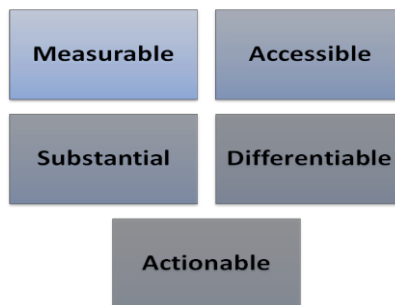
Section4. Multiple Segmentation

Multiple segmentation is used to identify smaller, better-defined target groups.

Section5. Segmenting International markets



Section6. Requirements for Effective Segmentation



(三) 思考与实践

1. 掌握本章概念。

Market segmentation Geographic segmentation Demographic segmentation Age and life-cycle segmentation Gender segmentation Income segmentation Psychographic segmentation Behavioral segmentation Occasion segmentation Benefit segmentation Intermarket segmentation

2. 完成本章练习题。

① Briefly describe the four major steps in designing a customerdriven marketing strategy. (AACSB: Communication)

② Name and describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variables does Starbucks use? (AACSB: Communication; Reflective Thinking)

③ Discuss the factors marketers consider when choosing a targeting strategy. (AACSB: Communication).

④ **Applying:** In a small group, visit a grocery store and examine the brands of breakfast cereal. Using the bases for segmenting consumer markets, identify the segmentation variables a specific brand appears to be using. Summarize the segmentation and targeting strategy for each brand. Identify brands with similar positioning strategies. (AACSB: Communication; Reflective Thinking).

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter9 Market Targeting (Kotler—chapter7)

(一) 目的与要求

1. Evaluate market segments

2. Describe the definition of target market
3. Target market strategies

(二) 教学内容

Section1. Evaluating market segments

- Segment size and growth
- Segment structural attractiveness
- Company objectives and resources

Section2. The definition of target market

Target market consists of a set of buyers who share common needs or characteristics that the company decides to serve

Section3. Target Marketing Strategies

Undifferentiated Marketing

Differentiated Marketing

Concentrated marketing

Micromarketing: Local marketing/Individual marketing

(三) 思考与实践

1. 掌握本章概念

Target market Undifferentiated (mass) marketing Differentiated (segmented) marketing
Concentrated (niche) marketing Micromarketing Local marketing Individual marketing

2. 完成本章练习题。

(1) Explain how micromarketing differs from differentiated and concentrated marketing and discuss the two types of micromarketing. (AACSB: Communication).

(2) Explain how a company differentiates its products from competitors' products. (AACSB: Communication)

(3) Applying: Assume you work at a regional state university whose traditional target market, high school students within your region, is shrinking. This segment is projected to decrease over the next ten years. Recommend other potential market segments and discuss the criteria you should consider to ensure that the identified segments are useful.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter10 Market Position (Kotler—chapter7)

(一) 目的与要求

1. Describe product position
2. Draw the positioning maps
3. choosing a Differentiation and Positioning Strategy

(二) 教学内容

Section1. The definition of product position

Product position is the way the product is defined by consumers on important attributes—the place the product occupies in consumers' minds relative to competing products.

Section2. Positioning Maps

Positioning maps show consumer perceptions of their brands versus competing products on important buying dimensions

Section3. Choosing a Differentiation and Positioning Strategy

Identify Differentiation and Positioning Strategy

Choosing the Right Competitive Advantage

Selecting an Overall Positioning Strategy

Developing a Positioning Statement

(三) 思考与实践

1. 掌握本章概念。

Positioning statement Differentiation Competitive advantage

2. 完成本章练习题。

Form a small group and create an idea for a new business. Using the steps described in the chapter, develop a customerdriven marketing strategy. Describe your strategy and conclude with a positioning statement for your business.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。

2. 教学手段：多媒体教学。

PART FOUR 4PS

Chapter 11 Products and Services for Consumers

(一) 目的与要求

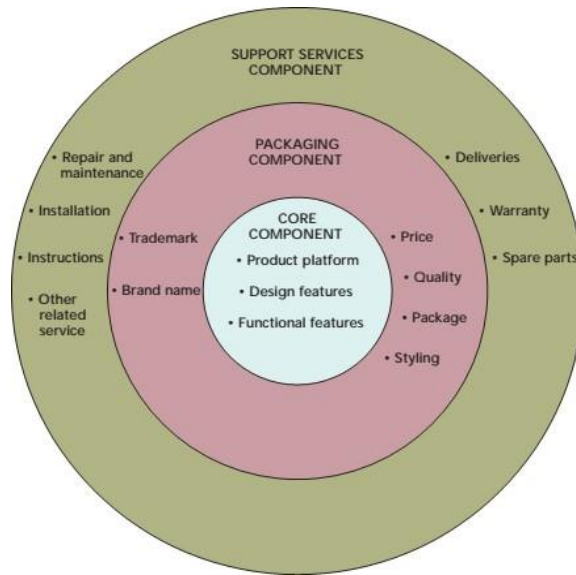
1. The importance of offering a product suitable for the intended market
2. The importance of quality and how quality is defined
3. Physical, mandatory, and cultural requirements for product adaptation
4. The need to view all attributes of a product to overcome resistance to acceptance
5. Country-of-origin effects on product image

(二) 教学内容

Section1. Basic Knowledge

The Definition of Product and Service

Section2. Levels of Product and Services



Section 3. The Classifications of Product and Service
Consumer products



Industrial products

Industrial products are products purchased for further processing or for use in conducting a business

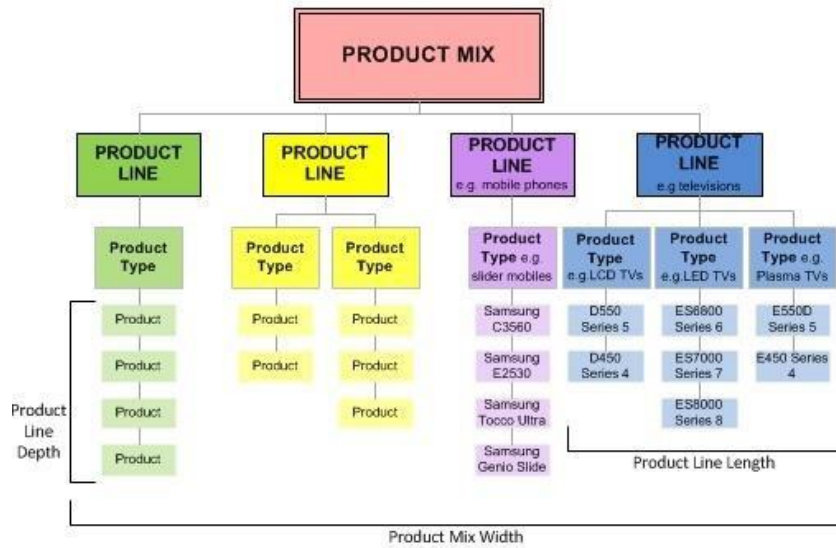
Section 4. The Product Mix

Product Line

Product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges

Product Mix

Product mix also called product portfolio , consists of all the products and items that a particular seller offers for sale.

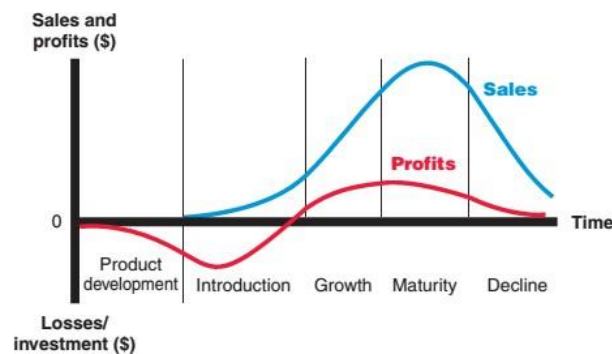


Product Mix Decisions: Expanding Product Mix/ Reducing Product Mix/ Stretching Product line

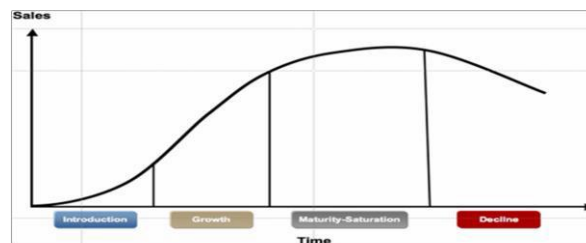
Section5. PRODUCT LIFE CYCLE

The definition of PLC

The course of a product's sales and profits over its lifetime. It involves five distinct stages: product development, introduction, growth, maturity, and decline.



The Stages of PLC



The stage of the offering life cycle

The Strategies of PLC

Section6. International Product Life-Cycle

Section7. Global product and service strategy

	Product Extension	Product Adaptation
Promotion extension	2.1 双重延伸 Product Extension	2.3 产品调整 Product Adaptation
Promotion adaptation	2.2 促销调整 Promotion Adaptation	2.4 双重调整
2.5 产品创新：开发新产品 Product Innovation		

Section 8. Brands in International Markets

Global brand

Brand valuation

Brand Positioning

Brand Sponsorship

Brand development and decision

Expansion: Consumption has been mentioned many times in the report of the 19th National Congress of the Communist Party of China, including "cultivating new growth points and forming new driving forces in the fields of medium and high-end consumption, innovation leading, green and low-carbon, sharing economy, modern supply chain and human capital services", "improving the system and mechanism of promoting consumption, enhancing the basic role of consumption on economic development", and accelerating the establishment of legal system and policy guidance for green production and consumption ""Against extravagance, waste and unreasonable consumption".

(三) 思考与实践

1. 掌握书上本章概念。

Product Service Quality Core component Packaging component Support services component Specialty products Shopping products Unsought products Convenience Products line Product mix The international product Line Product life circle Green marketing Innovation Diffusion Product Component Model Global brand

2. 完成本章书后练习题。

(1) Discuss product alternatives and the three marketing strategies: domestic market extension, multidomestic markets, and global market strategies.

(2) Debate the issue of global versus adapted products for the international marketer.

(3) Discuss the different promotional/product strategies available to an international marketer.

(4) Assume you are deciding to "go international." Outline the steps you would take to help you decide on a product line.

(5) What are the three major components of a product? Discuss their importance to product adaptation.

Give an example of how a foreign marketer can use knowledge of the characteristics of innovations in product adaptation decisions.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 13 International Marketing Channel

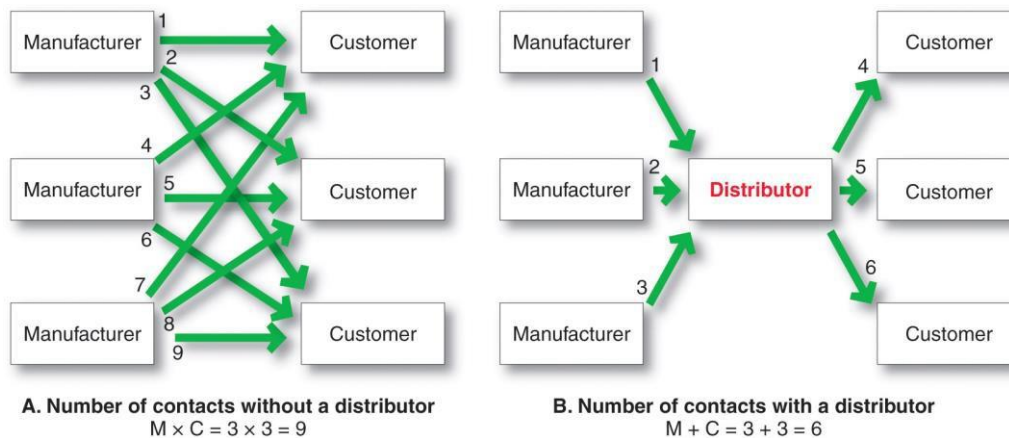
(一) 目的与要求

1. The variety of distribution channels and how they affect cost and efficiency in marketing
2. The Japanese distribution structure and what it means to Japanese customers and to competing importers of goods
3. How distribution patterns affect the various aspects of international marketing
4. The functions, advantages, and disadvantages of various kinds of middlemen
5. The importance of selecting and maintaining middlemen
6. The growing importance of e-commerce as a distribution alternative
7. The interdependence of physical distribution activities

(二) 教学内容

Section1. What's Marketing Channel (distribution)

Section2. The role of Marketing Channel

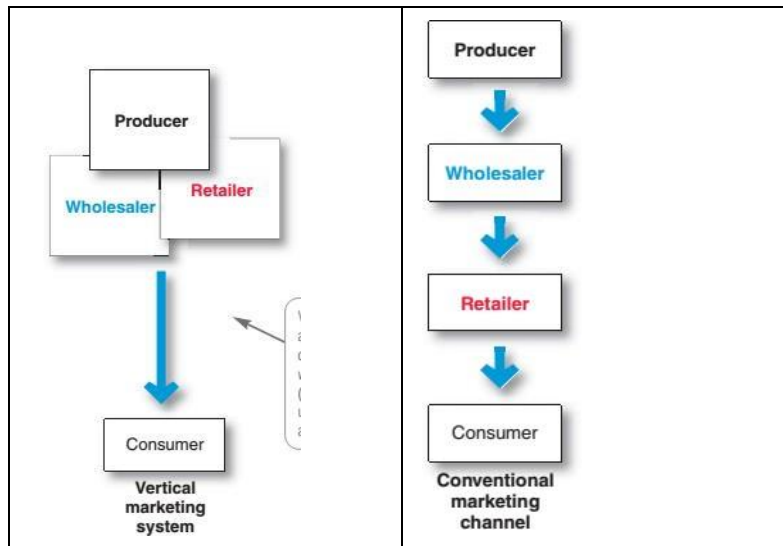
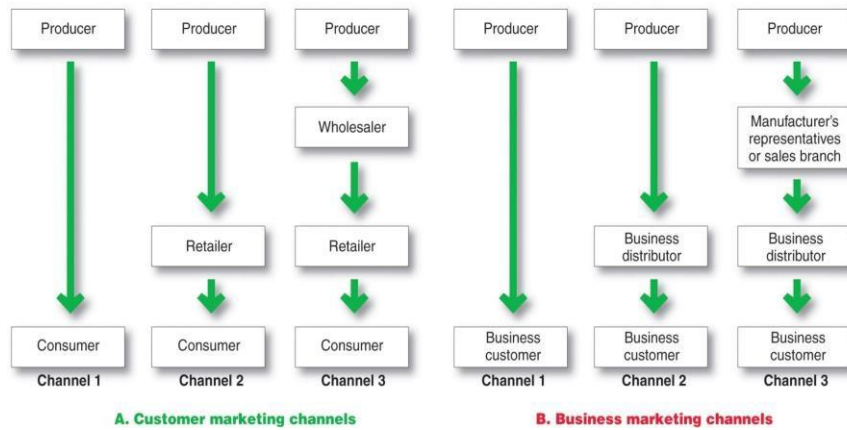


Section3. Intermediary

Retailing

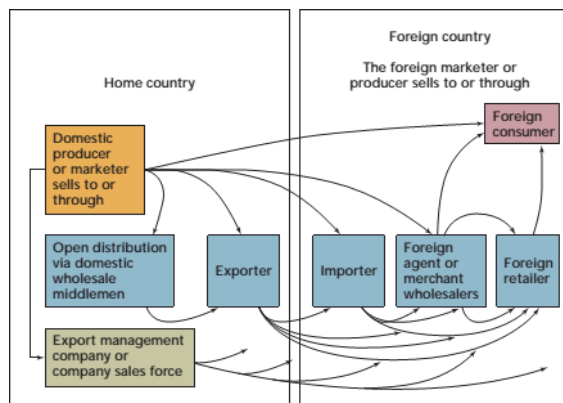
Wholesaling

Section4. The Classification of Marketing Channel



- 独家分销(Exclusive Distribution)
- 密集分销(Intensive Distribution)
- 选择分销(Selective Distribution)

Section5. Alternative Middleman Choices



Home-country Middleman
Foreign-country Middleman
Government-Affiliated Middleman

Section 6. Factors Affecting Choice of Channels



Expansion: Marketing Channel also influenced by social stability and economic development. Social stability, economic development and the continuous improvement of people's life are both important goals and necessary conditions for the people to be masters of the country. The political development, economic development and cultural development of a country interact and precondition one another. Without social stability, smooth economic development cannot be expected, while the goal of development is to let the people enjoy the fruits of development together. The CPC and the Chinese government will firmly concentrate on economic construction, and make every effort to solidify the material and cultural foundations for continuously raising the level of socialist political democracy.

(三) 思考与实践

1. 掌握书上本章概念。

Distribution process Distribution structure Retailing Wholesaling Agent middlemen
Merchant middlemen Home-country middlemen Complementary marketing
Exclusive Distribution Intensive Distribution Selective Distribution Government-Affiliated Middleman

2. 完成本章书后练习题。

(1) Discuss the ways Japanese manufacturers control the distribution process from manufacturer to retailer.

(2) Describe Japan's Large-Scale Retail Store Act and discuss how the Structural Impediments Initiative (SII) is bringing about change in Japanese retailing.

(3) Discuss how the globalization of markets, especially Europe after 1992, affects retail distribution.

(4) To what extent, and in what ways, do the functions of domestic middlemen differ from those of their foreign counterparts?

(5) 10. Explain how and why distribution channels are affected as they are when the stage of development of an economy improves.

(6) How is distribution-channel structure affected by increasing emphasis on the government as a customer and by the existence of state trading agencies?

(7) Account, as best you can, for the differences in channel patterns that might be encountered in a highly developed country and an underdeveloped country.

(8) One of the first things companies discover about international patterns of channels of distribution is that in most countries, it is nearly impossible to gain adequate market coverage through a simple channel-of-distribution plan. Discuss.

(9) Discuss the economic implications of assessing termination penalties or restricting the termination of middlemen. Do you foresee such restrictions in the United States?

(10) Based on the information collected in Question 22, how practical would it be to encourage foreign sales? Your average order ranges from about \$250 to \$800. All prices are quoted plus shipping and handling. You handle a fairly exclusive line of Southwestern Indian jewelry that sells for about 15 to 20 per cent higher in Europe than in the United States. The products are lightweight and high in value.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 14 Integrated Marketing Communications and International Advertising

(一) 目的与要求

1. Local market characteristics that affect the advertising and promotion of products
2. The strengths and weaknesses of sales promotions and public relations in global marketing
3. When global advertising is most effective; when modified advertising is necessary
4. The communication process and advertising misfires
5. The effects of a single European market on advertising
6. The effect of limited media, excessive media, and government regulations on advertising and promotion budgets

(二) 教学内容

Section1. Integrated Marketing Communications



Section2. Sales Promotions in International Markets

1. Sales promotions

Sales promotions are marketing activities that stimulate consumer purchases and improve retailer or middlemen effectiveness and cooperation.

2. Factors in the Growth of Sales Promotions

Product managers are under pressure to increase current sales

Companies face more competition

Competing brands offer less differentiation

Advertising efficiency has declined due to rising costs, clutter, and legal constraints

Consumers have become more deal-oriented

3. Major Sales Promotion Tools

Consumer Promotion Tools/Event Marketing/Trade Promotion/ Business Promotion

Section3. International Public Relations

Public Relations

The Role and Impact of Public Relations

Major Public Relations Tools

Section4. International Advertising

Advertising's function

Advertising Strategy and Goals

Types of Advertising Media

Campaign Execution and Advertising Agencies

Section5. Personal Selling

Types of personal selling

The goal of personal selling

Salespeople

types of international salespeople

Selection criteria for international salespeople

Managing the Sales Force

The Personal Selling Process

(三) 思考与实践

1. 掌握本章概念。

Integrated marketing communications (IMC) Sales promotions Public relations (PR)

International Public Relations International Advertising Global Advertising

Cultural Diversity

2. 完成本章书后练习题。

(1) "Perhaps advertising is the side of international marketing with the greatest similarities from country to country throughout the world. Paradoxically, despite its many similarities, it may also be credited with the greatest number of unique problems in international marketing." Discuss.

(2) With satellite TV able to reach many countries, discuss how a company can use satellite TV and deal effectively with different languages, different cultures, and different legal systems.

- (3) Defend either side of the proposition that advertising can be standardized for all countries.
- (4) How can advertisers overcome the problems of low literacy in their markets?
- (5) In many of the world's marketplaces, a broad variety of media must be utilized to reach the majority of the market. Explain.
- (6) "Foreign newspapers obviously cannot be considered as homogeneous advertising entities." Explain.
- (7) What is sales promotion and how is it used in international marketing.
- (8) Show how the communications process can help an international marketer avoid problems in international advertising.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。
2. 教学手段：多媒体教学。

Chapter 16 Pricing for International Markets

(一) 目的与要求

1. Components of pricing as competitive tools in international marketing
2. How to control pricing in parallel import or gray markets
3. Price escalation and how to minimize its effect
4. Countertrading and its place in international marketing practices
5. The mechanics of price quotations
6. The mechanics of getting paid

(二) 教学内容

Section1. What Is a Price?

Price is the amount of money charged for a product or service. It is the sum of all the values that consumers give up in order to gain the benefits of having or using a product or service.

International pricing is when prices are set in a specific country based on country-specific factors

Section2. Internal and External Considerations Affecting Price Decisions

Influencing factors

- Maintaining survival
- Maximization of profit
- Maximization of market share
- Optimization of quality

Internal factors

- Pricing objectives
- Cost factors

External factors

- Demands
- Competitive structures
- Policies

Pricing Objectives

International businesses were asked to rate, on a scale of 1 to 5, several factors important in price setting

Total profits received an average rating of 4.70

Return on investment (4.41)

Market share (4.13)

Total sales volume (4.06)

Liquidity ranked the lowest (2.19).

Expansion: In order to implement the spirit of the 19th National Congress of the Communist Party of China and further promote the implementation of the opinions of the CPC Central Committee and the State Council on promoting the reform of the price mechanism (ZF [2015] No. 28), the national development and Reform Commission recently issued the opinions on comprehensively deepening the reform of the price mechanism (hereinafter referred to as the opinions), which has systematically planned and completed the reform of the price mechanism in the next three years Facial department.

The opinions emphasized that we should thoroughly implement the nineteen spirits and guided by Xi Jinping's socialist ideology with China's characteristics in the new era, deepen the reform of the market price, and improve the price supervision system, so that prices can reflect the market supply and demand and the price mechanism flexibly, and guide the allocation of resources and the orderly and orderly pricing behaviors. More sustainable development to better meet the people's growing needs for a better life.

According to the opinions, the reform objectives by 2020 are to basically improve the price mechanism determined by the market, establish the government pricing system with "permitted cost + reasonable income" as the core, establish the price policy system to promote green development, improve the price guarantee mechanism for low-income groups, improve the market price supervision and anti-monopoly law enforcement system, and factor freedom The market price environment of mobility, flexible price response, fair and orderly competition, and survival of the fittest enterprises has been basically formed.

Section3. Approaches to International Pricing (P540)

1. Basic pricing approaches

Value-based pricing/ Cost-based pricing/ Competition-based pricing

2. Other Pricing Approaches

Market-skimming pricing

Market- penetration pricing

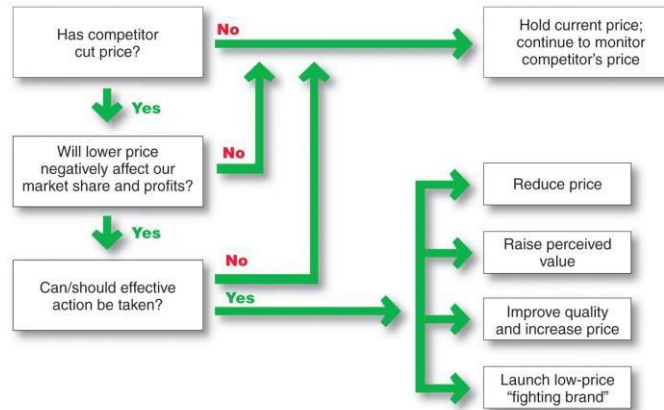
Section4. Price-Adjustment Strategies

Price escalation

Approaches to Reducing Price escalation

Price cuts

Price Changes



(三) 思考与实践

1. 掌握本章概念。

Parallel market Gray market Exclusive distribution Variable-cost pricing Full-cost pricing Skimming Penetration pricing Price escalation Countertrade Administered pricing

2. 完成本课练习题。

- (1) Discuss the causes of and solutions for parallel imports and their effect on price.
- (2) Why is it so difficult to control consumer prices when selling overseas?
- (3) Explain the concept of price escalation and why it can mislead an international marketer.
- (4) What are the causes of price escalation? Do they differ for exports and goods produced and sold in a foreign country?
- (5) Why is it seldom feasible for a company to absorb the high cost of international transportation and reduce the net price received?
- (6) Price escalation is a major pricing problem for the international marketer. How can this problem be counteracted?
- (7) “Regardless of the strategic factors involved and the company’s orientation to market pricing, every price must be set with cost considerations in mind.” Discuss.
- (8) “Price fixing by business is not generally viewed as an acceptable practice (at least in the domestic market), but when governments enter the field of price administration, they presume to do it for the general welfare to lessen the effects of ‘destructive’ competition.” Discuss.
- (9) Suggest an approach a marketer may follow in adjusting prices to accommodate exchange rate fluctuations.
- (10) Discuss the different pricing problems that result from inflation versus deflation in a country.
- (11) Discuss the various ways in which governments set prices. Why do they engage in such activities?
- (12) Why are costs so difficult to assess in marketing internationally?
- (13) Of the four types of countertrades discussed in the text, which is the most beneficial to the seller? Explain.

(四) 教学方法与手段

1. 教学方法：课堂讲授；课堂练习。

2. 教学手段：多媒体教学。

五、各教学环节学时分配

课程内容	教学环节 教学时数	讲课	习题课	讨论课	实验	其他教学环节	小计
PART I Chapter 1		4					4
PART II Chapter 3		4					4
Chapter 4		2					2
Chapter 5		2					2
Chapter 6		4					4
Chapter 7		4		4			8
PART III Chapter 8		2					2
Chapter 9		2					2
Chapter 10		3		1			3
PART IV Chapter 11		4					4
Chapter 13		3					3
Chapter 14		4					4
Chapter 16		2	1				3
Review		2					2
合计		42	1	5			48

六、推荐教材和教学参考资料

推荐教材：（美）Philip R.Cateora. Mary CGilly . 《International Marketing》. McGraw-Hill, 2016

参考书目：

（美）Warren J.Keegan. 全球营销管理（第 7 版），清华大学出版社，2015 年

（美）Philip • Kotler,Gary • Armstrong. Principles of Marketing, Pearson Prentice Hall,2015

七、其他说明

本课程是双语课程，因此教材、授课以及考试都以英文进行。

红色加粗字体为新融入的思政元素。

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