



## Course Specifications

<b>Course Title:</b>	<b>International Marketing</b>
<b>Course Code:</b>	<b>MKT10601</b>
<b>Program:</b>	<b>Bachelor of Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Albaha University</b>

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>4</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	4
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support</b> .....	<b>5</b>
<b>F. Learning Resources and Facilities</b> .....	<b>5</b>
1. Learning Resources .....	5
2. Facilities Required.....	5
<b>G. Course Quality Evaluation</b> .....	<b>5</b>
<b>H. Specification Approval Data</b> .....	<b>6</b>

## A. Course Identification

<b>1. Credit hours:</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 6th Level / 3rd Year
<b>4. Pre-requisites for this course (if any):</b> Principles of Marketing MKT10301
<b>5. Co-requisites for this course (if any):</b> None

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course will provide students with knowledge of International marketing decision-making that incorporates both micro and macro influences on how to choose target markets. They will be familiarized with the various cultures of consumers on international level, how business on international level are influenced by culture, history, geography, rituals and political situation, and will also examine macro variables such as that effect the organization to do business efficiently and effectively on international arena. Students will also understand the impact of various religions on marketing strategy.

### 2. Course Main Objective

The primary objective is to help students to Understand the contribution of international marketing to the business enterprise. The students will be able to Describe major bases for segmenting consumer and business markets on international arena; define and be able to apply the three steps of target marketing according to the wants of international markets, market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing on international level.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Determine factors which influence international marketing	K3
2	<b>Skills :</b>	
2.1	Analyze the trends in international markets and apply them for the marketing of an actual product or service.	S1
2.2	Evaluate the effectiveness of different factors influencing the international markets.	S2
3	<b>Values:</b>	
3.1	Demonstrate teamwork and time management in resolving international marketing issues.	V3

### C. Course Content

No	List of Topics	Contact Hours
1	The scope and challenges of international marketing The dynamic environment of international trade	6
2	The cultural environment of global markets History and geography: the foundation of culture	6
3	Assessing global market operation	6
4	Developing global marketing strategies.	6
5	International marketing channels	6
6	Global Marketing Management: Planning and Organization	6
7	Implementing global marketing strategies	9
<b>Total</b>		45

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Determine factors which influence international marketing	Lectures, Illustrative Examples	Exams Assignment
2.0	<b>Skills</b>		
2.1	Analyze the trends in international markets and apply them for the marketing of an actual product or service.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the effectiveness of different factors influencing the international markets.	Lectures Active Learning	Exams Quizzes Homework
3.0	<b>Values</b>		
3.1	Demonstrate teamwork and time management in resolving international marketing issues.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

Instructor will be available for student consultation and academic advice in his specified office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	International Marketing, Middle East Edition Global Marketing Management: Planning and Organization by Cateora/Gilly/Graham/Farah: McGraw-Hill Irwin
<b>Essential References Materials</b>	International Marketing by: Philip Cateora; John Graham; Mary Gilly Publisher: McGraw-Hill International (UK) Ltd Edition: 16th
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	International Marketing, 18th Edition, Philip Cateora and John Graham and Mary Gilly and Bruce Money, mc graw hill

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 25 students
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	Marketing Department Council
<b>Reference No.</b>	Ref:DMISEM27092020
<b>Date</b>	27/09/2020