



University of Management and Technology

School of Business and Economics

Course Title: International & Export Marketing
Course Code: MKT642
Resource Person: Ms. Aysha Qayyum
Department: Marketing

Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Course Objectives

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 the global environmental changes (e.g., globalization) • 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 • To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class • To build communication and teamwork skills through the group project • To familiarize students with extant “tools” of international marketing beyond the textbook such as the Internet, government databases, etc.

Teaching Methodology

Assignments/Activities	15%
Articles/Cases	15%
Project	15%
Presentations	20%
Final exam	30%
Class Participation	05%
Total	100%

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- **Be On Time**
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**
TURN OFF YOUR MOBILE PHONE!It is unprofessional to be texting or otherwise.
- **Email Policy**
READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Class Attendance Policy**
A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who

will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- **Moodle**

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to moodle@umt.edu.pk

- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin ” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat Turnitin, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code MKT 642

Course title International & Export Marketing

Program	MBA (Ev)
Credit Hours	03
Duration	15 Weeks
Prerequisites (If any)	International & Export Marketing

Resource Person Name and Email	Ms. Aysha Qayyum Aysha.qayyum@umt.edu.pk
Counseling Timing (Room#)	Meeting can be set up through email or phone.
Contact no.	
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	

Chairman/Director Programme signature.....Date.....

Dean's signature.....Date.....

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation

Marks in percentage

Quizzes

Assignments

Mid Term

Attendance & Class Participation

Term Project

Presentations

Final exam

Total

Recommended Text Books:

Reference Books:

Calendar of Course contents to be covered during semester

Course code.....MKT642

Course tit International & Export Marketing

Week	Course Contents	Reference Chapter(s)
1	The Scope and Challenge of International Marketing Chapter 1 The Scope and Challenge of International Marketing	Chapter 1

2	<p>The Dynamic Environment of International Trade</p> <p>The Dynamic Environment of International Trade & Cultural Dynamics in Assessing Global Market</p>	<p>Chapter 2</p> <p>Chapter 2 & Chapter 4</p>
3	<p>Cultural Dynamics in Assessing Global Market</p> <p>Culture, Management Style, and Business Systems</p>	<p>Chapter 4</p> <p>Chapter 5</p>
4	<p>Culture, Management Style, and Business Systems</p>	<p>Chapter 5</p>
5	<p>The Political Environment: Critical Concern</p> <p>The Political Environment: Critical Concern & The International Legal Environment: Playing by the Rules</p> <p>The International Legal Environment: Playing by the Rules</p>	<p>Chapter 6</p> <p>Chapter 6 & Chapter 7</p> <p>Chapter 7 DUE:</p> <p>Written Case 1</p>
6	<p>Developing Global Vision through Marketing Research</p> <p>Developing Global Vision through Marketing Research</p> <p>Economic Development and the Americas</p>	<p>Chapter 8</p> <p>Chapter 9</p>
7	<p>Economic Development and the Americas</p> <p>Group Project</p>	<p>Chapter 9</p>
8	<p>Group Presentation (Team 1, 2, and 3) – 15 minutes each DUE:</p> <p>1) Culture and Economic Paper Due 2) 1st Peer Evaluation</p> <p>Sheet Group Presentation (Team 4, 5, and 6) – 15 minutes each</p> <p>Mid- Term Exam</p>	

9	Europe, Africa, and the Middle East Europe, Africa, and the Middle East & The Asia Pacific Region	Chapter 10 & Chapter 11
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10	The Asia Pacific Region	Chapter 11 DUE: Written Case 2
11	Global Marketing Management: Planning and Organization	Chapter 12
12	Product and Services for Consumers Product and Services for Consumers & Product and Services for Business	Chapter 13 Chapter 13 & Chapter 14
13	Product and Services for Business International Marketing Channels	Chapter 14 Chapter 15

14	Integrated Marketing Communications and International Advertising Integrated Marketing Communications and International Advertising & Personal Selling and Sales Management	Chapter 16 Chapter 17
15	Personal Selling and Sales Management Chapter Pricing for International Markets Pricing for International Markets	Chapter 17 Chapter 18