

Tárgytematika / Course Description

International and Intercultural Marketing

KGLM_MMTA027

Tárgyfelelős neve /

Teacher's name: dr. Gombos Szandra

Félév / Semester: 2022/23/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 0/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 15/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Course description:

This course introduces students to fundamentals of international and intercultural marketing and its implications. It helps students to better understand the intercultural and international approach by comparing national marketing systems and local commercial practice in various countries.

Aims, objectives of the course:

After the course students will be able to take part in the decision making process of an international corporate marketing strategy and express their opinion about the issues and challenges inherent in cultural differences. The main goal of the course is to make them understand the role of cultural and national differences in communication and marketing strategies.

TANTÁRGY TARTALMA / DESCRIPTION

Topics:

Lesson 1: Introduction, Basic notions in international marketing, Overview of international marketing processes,

Lesson 2: Environmental Analysis, Intercultural issues, Intercultural consumer behaviour, Market Entry Strategies, International marketing research, Global marketing strategy

Lesson 3: 4P (Product, Price, Place, Distribution, Promotion /Communication decisions)

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirements and Assessment of the Course:

Oral exam (in case of pandemic/energy situation: on GoogleMeet) **OR** Project work presentation video (submission in Moodle system)

Assessment/Grading:

0-50%	insufficient
51-65%	sufficient
66-80%	adequate/satisfactory
81-90%	good
91-100%	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Hollensen, Svend: Global Marketing. Prentice Hall, 2011 (or later editions)

Recommended readings:

Bradley, Frank: International Marketing Strategy, Prentice Hall, 2005.

Usunier, Jean-Claude – Lee, Julie Ann: Marketing across Cultures, Prentice Hall, 2009.