

## **Tárgytematika / Course Description**

### **International and Intercultural Marketing**

**KGNM\_MMTA027**

**Tárgyfelelős neve /**

**Teacher's name:** Gombos Szandra

**Félév / Semester:** 2020/21/1

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 1/2/0

**Tárgy féléves óraszám /**

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

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### **OKTATÁS CÉLJA / AIM OF THE COURSE**

#### **Aim of the Course**

#### 1. Course description:

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

#### 2. 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 differences in communication and marketing strategies.

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### **TANTÁRGY TARTALMA / DESCRIPTION**

Week 1: Introduction, Basic notions in international marketing

Week 2: Geographical, legal and political environment

Week 3: Cultural environment

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Week 4: International and cross-cultural business practice

Week 5: Culture and consumption, cross-cultural consumer behaviour

Week 6: Market entry strategies

Week 7: International marketing research

Week 8: Global marketing strategy

Week 9: Product decisions

Week 10: Price decisions

Week 11: Distribution decisions

Week 12: Communication decisions

Week 13: Green marketing

Week 14: E-marketing

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD**

### **Assignments:**

- Weekly group assignments (project work and presentations)
- Minimal requirements of the course: attendance of the seminars, submission of the project work and participate in group presentations
- Exam, tests

Assignments	50%
- Project work:	30%
- Presentations:	20%

Midterm and endterm test            50%

**Assessment/Grading:**

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

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**KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

**Obligatory reading/material**

Compulsory readings:

- Hollensen, Svend: Global Marketing. Prentice Hall, 2011.
- Usunier, Jean-Claude – Lee, Julie Ann: Marketing across Cultures, Prentice Hall, 2009.

Recommended reading:

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