

Tárgytematika / Course Description

International and Intercultural Marketing

KGNM_MMTA027

Tárgyfelelős neve /

Teacher's name: Gombos Szandra

Félév / Semester: 2020/21/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 1/2/0

Tárgy féléves óraszám /

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

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.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1: Introduction, Basic notions in international marketing

Week 2: Geographical, legal and political environment

Week 3: Cultural environment

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: Endterm test

Week 14: Project discussion and finalization

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Requirements and Assessment of the Course:

Assignments	40%
- Project work:	20%
- Seminar (group) work:	20%
Endterm test	60%

(In case of failing endterm test: online oral exam 60%)

Assessment/Grading:

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

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.