

Tárgytematika

International and Intercultural Marketing

NGM_SV115_1

Tárgyfelelős neve: Gombos Szandra

Félév: 2013/14/2

Beszámolási forma: Vizsga

Tárgy heti óraszám: 2/2/0

Tárgy féléves óraszám: 0/0/0

OKTATÁS CÉLJA

1. Course description:

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

2. Aims, objectives and description of the course:

After this 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

4. Topics:

Week	Topic
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	Green Marketing
week 14	E-marketing

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

6. Assignments:

Weekly group assignments (project work, presentations)

Minimal requirements of the course: attendance of the seminars, handing in the final version of project work, min. 2 presentations

Exam, tests

Assignments	40 %
-project work	20%
-seminar assignments	20%
Midterm and endterm test	60 % (min. 31 %)

Assessment, grading

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

KÖTELEZŐ IRODALOM

5. Bibliography:

Compulsory readings:

Hollensen, Svend: Global marketing, Prentice Hall, 2011.

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

Recommended reading:

De Búrca, Sean- Fletcher, Richard-Brown Linden: International Marketing- An SME Perspective, Prentice Hall, 2004.

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