

## Tárgytematika / Course Description

### International and Intercultural Marketing

NGM\_SV115\_1

Tárgyfelelős neve /

Teacher's name: dr. Józsa László

Félév / Semester: 2016/17/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

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

### OKTATÁS CÉLJA / AIM OF THE COURSE

#### 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 / DESCRIPTION

#### 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

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## SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

### 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

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

#### 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

### 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.