



UC SANTA BARBARA
UNIVERSITY OF CALIFORNIA



Winter 2019

International Marketing

Professional & Continuing Education / BUSAD X409.11

Hybrid Course: Modular 387 Room 1015 / Online

Course Website: <http://ucsb.wvwr.us>

Instructor: Steven R. Van Hook, PhD

E-mail: steven@wvwr.us

MEETINGS: Tuesday campus sessions, January 8, 15, & 29, February 12 & 26, 2019;
6:30 – 9:30 p.m. Five asynchronous online sessions.

COURSE CREDIT: Four units awarded on a graded basis.

DESCRIPTION: This course considers the tools, techniques, strategies, and tactics for effective international marketing. You will develop skills in identifying international target audiences, and methods to successfully deliver key marketing messages to them.

LEARNING ACTIVITIES: Students will study and discuss current and emerging marketing models in the United States and around the world, with course activity and materials including classroom lectures, online discussions, readings and resources. Each student will prepare a marketing plan of 10-15 pages, for an actual or hypothetical international enterprise as a final project, working either individually or in a team. Assigned weekly readings, discussions and tasks are due by the end of each week for full credit. Access to online content is through the course website at <http://ucsb.wvwr.us>

COURSE TEXTBOOK & READINGS: *Global Marketing and Advertising: Understanding Cultural Paradoxes, Fourth Edition*, by Marieke de Mooij, 2014 (Sage, ISBN 978-1-4522-5717-4).

Additional readings will be posted on the course website.

ATTENDANCE: Due to the concentrated subject matter covered, attendance is required for each class session. In the event of an excused emergency or sickness, students may be able to make up a missed class with a 3-5 page paper covering the session material.

PERFORMANCE ASSESSMENT: Student performance will be assessed on criteria of class attendance (35% of final grade); participation in classroom and online discussions (35% of final grade); and the final project (30% of final grade).

COURSE SCHEDULE:

<p><u>January 8</u> Week 1 / Campus 6:30-9:30 pm</p>	<p>Topics: Syllabus review, course expectations, content introduction and class resources. Marketing Fundamentals. Global research. Textbook: Chapter 1 Readings/Exercises: See course website for readings and resources.</p>
<p><u>January 15</u> Week 2 / Campus 6:30-9:30 pm</p>	<p>Topics: Cross-cultural marketing communications. Textbook: Chapter 2 Readings/Exercises: See course website for readings and resources. Week 2 Task: Your Marketing Plan Topic</p>
<p><u>January 22</u> Week 3 / Online</p>	<p>Topics: Marketing plan description. Research data. Textbook: Chapter 3 Readings/Exercises: See course website for readings and resources.</p>
<p><u>January 29</u> Week 4 / Campus 6:30-9:30 pm</p>	<p>Topics: Target audiences and demographics. Marketing appeals & tactics. Textbook: Chapter 4 Readings/Exercises: See course website for readings and resources. Week 4 Task: Your Target Market</p>
<p><u>February 5</u> Week 5 / Online</p>	<p>Topics: Social marketing. Textbook: Chapter 5 Readings/Exercises: See course website for readings and resources.</p>
<p><u>February 12</u> Week 6 / Campus 6:30-9:30 pm</p>	<p>Topics: Business Writing. Media Relations. Textbook: Chapter 6 Readings/Exercises: See course website for readings and resources. Week 6 Task: Marketing Messages</p>
<p><u>February 19</u> Week 7 / Online</p>	<p>Topics: Media messaging & distribution. Textbook: Chapter 7 Readings/Exercise: See course website for readings and resources.</p>
<p><u>February 26</u> Week 8 / Campus 6:30-9:30 pm</p>	<p>Topics: Social media. Career resources. The future marketplace. Textbook: Chapter 8 Readings/Exercises: See course website for readings and resources. Week 8 Task: Brainstorming & Networking</p>
<p><u>March 5</u> Week 9 / Online</p>	<p>Topics: Your career development. Textbook: Chapter 9 Readings/Exercises: See course website for readings and resources.</p>
<p><u>March 12</u> Week 10 / Online</p>	<p><u>FINAL PROJECT DUE</u> Topics: Market plan excerpts. Professional networking. Textbook: Chapters 10 & 11 Readings/Exercises: See course website for readings and resources.</p>