



**Curriculum - 2017**  
**BBA Hons (Marketing) Degree Program**  
**Faculty of Management and Finance**  
**University of Ruhuna**

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## **MKT 32523: International Marketing**

**Level: 3000**

**Number of Credits : 03**

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### **Course Description**

International marketing studies aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. This course covers topics such as internationalisation theories, international market selection, market entry strategies, global marketing programs, export administration, and cross-cultural negotiation.

### **Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Understand how the international marketing strategies are developed for different cultural settings,
- Use internationalization theories for effective global marketing decisions,
- Reflect on international markets to determine their overall import and export potential,
- Develop global marketing plans.

### **Teaching/Learning Methods**

Lectures, Group Discussions, Workshops and Seminars

### **Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

### **Course Contents**

1. Introduction to international marketing
2. Internationalization theories
3. International economic and financial environment
4. Cultural issues and buying behavior
5. Political and legal environment
6. International segmentation and positioning
7. International marketing strategies
8. International market entry modes
9. International product development
10. International pricing
11. Communicating with the world consumer
12. International logistics and distribution
13. Export and import management
14. Planning, organization and control of international marketing operations
15. Global marketing and the internet

### **Recommended Readings**

1. Kotabe, M. et al. International Marketing (2010), 3rd Asia-Pacific Edition, J. Wiley
2. Kotabe, M. M., & Helsen, K. (2009). Global marketing management. Wiley Global Education.