

<b>Code</b>	M17VZA07E	<b>ECTS Credit</b>	6	<b>HUN Credit</b>	6
<b>Module Title:</b>	<b>GLOBAL MARKETING</b>				
<b>Term:</b>	spring				
<b>Module Leader:</b>	<b>Beatrix Lányi, Ph.D.</b> Assistant professor	<b>Sessions</b>	published at the beginning of each semester		
<b>Telephone:</b>	72/501-599 ext. 23182	<b>E-mail:</b>	lanyi@tk.pte.hu		
<b>Short Description:</b>	Macroeconomic, politic, cultural and legal variables are studied in relation to commercial opportunities available in export markets. Information search and international markets assessments are presented as a prerequisite to market entry and to structuring a marketing strategy and preparing a proposed international marketing mix. Internet sources of information for export are covered. International marketing opportunities and challenges are presented for small and medium sized businesses as well as for large global corporations.				
<b>Sessions (weeks)</b>					
<b>Rationale Including Aims:</b>	The general purpose of this course is to examine the scope and challenges of global marketing and students will be able to apply marketing mix tools systematically in the extended competitive area.				
<b>Learning Outcomes: Knowledge</b>	Students will be able to develop critical analytical solutions. After the course students will be able to redefine problems from a wider perspective and give unique solutions currently aroused problems.				
<b>Learning Outcomes: Skills</b>	At the end of the course, a student should be able to: <ol style="list-style-type: none"> <li>1. Understand the challenges confronting the international marketing management of companies.</li> <li>2. Know and develop a critical evaluation of external factors influencing the decision making activities of international marketing managers.</li> <li>3. Analyze an international marketing decision, taking into account ways of accessing foreign markets, the degree of centralization or decentralization of decision making and the degree of appropriate standardization or adaptation of marketing decisions.</li> <li>4. Know where to find secondary data relevant for international marketing.</li> <li>5. Plan the gathering of primary data collection in an international context.</li> <li>6. Prepare and present a clear and concise international marketing analysis of a case study including the analysis of the environment, the proposed strategy, the marketing mix and the procedure for control and monitoring of anticipated results.</li> </ol>				
<b>Teaching and Learning Strategies:</b>	Subjects covered in the assigned chapters of the text will be presented and discussed in class. Students are expected to have read the assigned readings and be prepared to answer and discuss selected questions and cases proposed at the end of the different parts of the book. From the second class students have to prepare themselves and discuss case studies. Students prepare case presentations, an article presentation and a country presentation. Each student has to prepare individually for the discussion of the text and cases.				
<b>Assessment Scheme:</b>	Team project and case presentation 20 % Class participation 20 % Final exam: 60% Total 100%				
<b>Further on Assessment:</b>	Those students who apply themselves on international marketing competitions (for example L'Oreal Brandstorm Competition etc.) and are able to achieve a good ranking may get extra 20 points.				
<b>Core Learning Materials:</b>	Keegan, Warren J. and Green, Mark C. (2015), <b>Global Marketing</b> , International Edition, Pearson/Prentice-Hall				
<b>Optional Learning Material:</b>	Hollensen Svend (2011) Global Marketing, International Edition, Prentice Hall Rekettye Gábor, Tóth Tamás, Malota Erzsébet (2015), <b>Nemzetközi marketing</b> , Akadémiai Kiadó, Budapest (in Hungarian language)				

	<p>Cateora, Philip R. (1998), <b>International Marketing</b>, Tenth Edition, Chicago, IL: Richard D. Irwin. Website: <a href="http://www.mhhe.com/cateora">http://www.mhhe.com/cateora</a></p> <p>Web sites for international marketing:</p> <p><a href="http://www.odci.gov/cia/publications/factbook">http://www.odci.gov/cia/publications/factbook</a> <a href="http://www.wto.org">http://www.wto.org</a> (World Trade Organization), <a href="http://www.un.org">http://www.un.org</a> (United Nations), <a href="http://www.imf.org/">http://www.imf.org/</a> (International Monetary Fund), <a href="http://www.oecd.org/">http://www.oecd.org/</a> (Organization for Economic Cooperation and Development), <a href="http://europa.eu.int/en/comm/eurostat">http://europa.eu.int/en/comm/eurostat</a> (Statistics of the European Union), <a href="http://www.eiu.com">http://www.eiu.com</a> (The Economist Intelligence Unit), <a href="http://www.euromonitor.com">http://www.euromonitor.com</a> (Euromonitor) <a href="http://www.europeonline.com">http://www.europeonline.com</a></p> <p>Articles in the Business Press such as: The Economist, Business Central Europe, The Wall Street Journal, Financial Times, Fortune, Business Week, Figyelő, HVG, etc. See, for example, the following websites: <a href="http://www.economist.com">http://www.economist.com</a>, <a href="http://www.wsj.com">http://www.wsj.com</a>, <a href="http://www.ft.com">http://www.ft.com</a>, <a href="http://www.businessweek.com">http://www.businessweek.com</a>, <a href="http://www.fortune.com">http://www.fortune.com</a>, <a href="http://www.cnnfn.com">http://www.cnnfn.com</a>, <a href="http://www.economedia.com">http://www.economedia.com</a>, <a href="http://www.bcemag.com">http://www.bcemag.com</a> <a href="http://www.fn.hu">http://www.fn.hu</a> (Hungarian) <a href="http://hvg.hu">http://hvg.hu</a> (Hungarian)</p> <p>Research articles in journals such as: Harvard Business Review, Journal of Marketing, Journal of International Marketing, Journal of International Business Studies, Journal of Global Marketing, Journal of International Consumer Marketing, Journal of Euromarketing, International Journal of Commerce and Management, Marketing &amp; menedzsment, etc.</p>
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