







Course Lesson Plan – International Marketing

A structured **International Marketing** course covering **trade theories, global market entry strategies, cultural aspects, and digital marketing** for international businesses.

Unit 1: Introduction to International Marketing

Objective: Understand the scope, importance, and challenges of international marketing.

-  Definition & Importance of International Marketing
-  Differences Between Domestic & International Marketing
-  Globalization & Its Impact on Marketing
-  Key Challenges & Opportunities in International Markets
-  Case Study: How McDonald's Adapts to Different Countries

 **Assignment:** Identify a product and analyze how it's marketed globally

Unit 2: International Trade Theories


Objective: Learn the economic principles driving global trade and market expansion.

-  Classical Trade Theories: Absolute & Comparative Advantage
-  Modern Trade Theories: Porter's Diamond Model, Product Life Cycle Theory
-  Balance of Trade & Balance of Payments
-  Trade Agreements & Economic Blocs (WTO, NAFTA, EU)
-  Case Study: The Impact of Trade Agreements on Market Entry

 **Quiz:** Match trade theories with real-world business cases

Unit 3: Economic Environment

Objective: Understand the economic factors influencing global marketing.


-  Economic Systems: Capitalism, Socialism, and Mixed Economy
-  GDP, Inflation, Exchange Rates & Their Impact on Marketing
-  Emerging Markets & BRICS – Growth Opportunities
-  The Role of International Financial Institutions (IMF, World Bank)
-  Case Study: The Rise of China & India as Global Economic Powerhouses

 **Research Task:** Analyze economic indicators of a selected country

Unit 4: Cultural Environment

Objective: Learn how culture affects consumer behavior and marketing decisions.

- ✓ Understanding Culture & Its Components (Language, Religion, Values)
- ✓ Hofstede's Cultural Dimensions in Global Marketing
- ✓ Cross-Cultural Consumer Behavior & Marketing Adaptation
- ✓ Standardization vs. Customization: Product & Branding Strategies
- ✓ Case Study: Coca-Cola vs. Pepsi – Cultural Adaptation Strategies

 **Activity:** Analyze an international brand's marketing adaptation in two countries

Unit 5: Political and Legal Environment

Objective: Explore the impact of politics and legal frameworks on international marketing.

- ✓ Political Systems & Their Influence on Global Business
- ✓ International Trade Policies, Tariffs, and Quotas
- ✓ Key Legal Issues: Intellectual Property Rights, Product Safety, Advertising Laws
- ✓ Managing Political Risk in Foreign Markets
- ✓ Case Study: How Government Regulations Impact Foreign Companies (e.g., Apple in China)

 **Assignment:** Research and present a case on an MNC facing legal challenges abroad

Unit 6: Market Research and Information Systems for International Markets

Objective: Learn how to conduct market research and analyze global opportunities.


- ✓ Importance of Market Research in International Expansion
- ✓ Primary & Secondary Market Research Methods
- ✓ Global Data Sources & Marketing Information Systems
- ✓ Consumer Insights & Competitive Analysis
- ✓ Case Study: How Netflix Uses Data Analytics for International Expansion

 **Project:** Conduct a mini-market research report on an emerging market

Unit 7: Market Entry Strategies


Objective: Understand different ways to enter international markets.

- ✓ Exporting, Licensing, Franchising, Joint Ventures, Direct Investment
- ✓ Choosing the Right Market Entry Strategy – Factors to Consider
- ✓ Risks & Challenges of Market Entry Strategies
- ✓ Case Study: Starbucks' Entry Strategy in Different Countries

 **Assignment:** Propose a market entry strategy for a selected company entering a new country

Unit 8: Global E-Marketing

Objective: Learn how digital platforms transform international marketing.

- ✓ The Role of Digital Transformation in Global Marketing
 - ✓ E-Commerce & Cross-Border Selling Strategies
 - ✓ Social Media & Influencer Marketing Across Different Cultures
 - ✓ AI, Big Data & Automation in Global Marketing
 - ✓ Case Study: Amazon vs. Alibaba – Competing in Global E-Commerce
 -  **Final Project:** Develop a digital marketing strategy for a global product
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Course Outcomes & Benefits

- ✓ Gain expertise in **global marketing strategies**
 - ✓ Learn how **economic, cultural, and legal factors** impact international business
 - ✓ Understand **global market research techniques & data-driven decision-making**
 - ✓ Develop skills to **expand businesses into international markets**
 - ✓ Explore **digital transformation & e-commerce in global trade**
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This **comprehensive course** is perfect for **students, marketing professionals, entrepreneurs, and business strategists** looking to master international marketing! 