



HANYANG UNIVERSITY

Hanyang International Summer School

2019 HISS Syllabus (International Marketing)

Professor: [Iksuk Kim]
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Home Univ.: [California State University Los Angeles]
Dept.: [Marketing]

Description: International marketing operations: product policies, pricing, advertising, distributional channels, marketing research; factors governing the decision to engage in foreign transactions. In-depth market studies.

Objective: 1) To understand globalization.
2) To understand global marketing environment.
3) To develop competitive strategy for global market.
4) To manage global operation.

Preparations: International Marketing, 15th ed. or 16th ed., Cateora, Gilly, and Graham, McGraw-Hill Publishing Company

Credits	3	Contact Hours	45
Schedule:	Week 1/1	Orientation- No Class	
	Week 1/2	Introduction The Scope and Challenge of International Marketing	
	Week 1/3	The Dynamics of International Marketing	
	Week 1/4	Quiz 1	
	Week 2/1	Geography and History	
	Week 2/2	Cultural Dynamics	
	Week 2/3	Business Customs and Practices	
	Week 2/4	Mid Term	
	Week 3/1	International Legal Environment	
	Week 3/2	International Marketing Channels	

Week 3/3	Pricing for International Markets
Week 3/4	Quiz2
Week 4/1	International Promotion and Advertising
Week 4/2	Project Presentation
Week 4/3	Final Test
Week 4/4	Review and Wrap-up

Evaluation (%)	Midterm	Final	Attendance	Quiz	Project & Presentation	Etc.
	25	25	10	20 (10 x2)	20	