

International Marketing

跨国市场营销

INSTRUCTOR	COURSE FORMAT	CREDITS / HOURS
Si Zuo · sz549@sjtu.edu.cn	Master's elective course English · In-person	2 credits · 32 hours

COURSE OVERVIEW

International Marketing examines how firms create, deliver, and capture value across national markets in an increasingly globalized and digital business environment. The course covers the global business environment, cross-cultural consumer behavior, international market research, market entry, segmentation, targeting and positioning, global product and brand strategy, international pricing, distribution, integrated marketing communications, and emerging trends in digital and sustainable marketing. Cases on firms such as Apple, Starbucks, IKEA, Tesla, Huawei, TikTok, and SHEIN connect analytical frameworks with real strategic decisions.

LEARNING OBJECTIVES

- Evaluate economic, political, legal, technological, and cultural forces shaping global marketing decisions.
- Analyze cross-cultural consumer behavior and identify international market opportunities.
- Compare market-entry modes and design segmentation, targeting, and positioning strategies across countries.
- Develop coherent global product, brand, pricing, channel, and communication decisions.
- Assess how digital platforms, artificial intelligence, and sustainability reshape international marketing strategy.

COURSE STRUCTURE

The course combines lectures, case discussion, group work, and guided project development. The sequence below represents 11 modules across 32 teaching hours; exact dates, classroom information, and case assignments will be announced before the semester.

MODULE	FOCUS	HRS
01. Course Introduction and Fundamentals 课程导论与全球营销概论	International versus domestic marketing; globalization; course framework and case method.	3
02. The Global Marketing Environment 全球营销环境分析	Economic, political, legal, cultural, technological, and trade environments.	3
03. Cross-Cultural Consumer Behavior 跨文化消费者行为	Culture, language, religion, social institutions, and consumer behavior across markets.	3
04. International Market Research 国际市场调研与机会识别	Country screening, market research, opportunity assessment, and marketing information systems.	3
05. International Market Entry 国际市场进入战略	Exporting, licensing, franchising, alliances, and foreign direct investment.	3

MODULE	FOCUS	HRS
06. Global STP 国际市场细分、目标市场选择与定位	International segmentation, target-market selection, positioning, standardization, and adaptation.	3
07. Global Product, Brand, and Pricing 全球产品、品牌与定价战略	Product adaptation, international branding, pricing, exchange rates, and price coordination.	3
08. Channels and Global Supply Chains 国际渠道与全球供应链	International distribution, logistics, channel coordination, and cross-border e-commerce.	3
09. Global Integrated Marketing Communications 全球整合营销传播	Advertising, public relations, digital and social media, and cross-cultural communication design.	3
10. Digital, AI, and Sustainable Marketing 数字化、人工智能与可持续营销	Digital platforms, generative AI, big data, ESG, and sustainable global marketing.	3
11. Case Project and Course Wrap-up 案例项目展示与课程总结	Student presentations, case feedback, integration of frameworks, and future trends.	2

ASSESSMENT

COMPONENT	WEIGHT
Class participation and case discussion	20%
Assignments and case analysis	20%
Course project presentation	20%
Final international marketing case report	40%

The final project analyzes the international marketing strategy of a multinational enterprise or a firm entering foreign markets. Strong submissions should define a clear strategic problem, apply course frameworks, use credible case or data evidence, and present a coherent recommendation.

COURSE RESOURCES

- Cateora, Philip R., R. Bruce Money, Mary C. Gilly, and John L. Graham. International Marketing. 19th ed. McGraw Hill, 2024.

ACADEMIC INTEGRITY

Students are expected to cite all sources, disclose material use of generative AI tools, and submit original analysis consistent with Shanghai Jiao Tong University's academic integrity requirements.