

MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF GRADUATE STUDIES & RESEARCH

COURSE OUTLINE

PROGRAM	MASTER OF BUSINESS ADMINISTRATION
COURSE NAME	INTERNATIONAL MARKETING
COURSE CODE	MBA 8162
ACADEMIC YEAR	2025/2026
SEMESTER	ONE

1. COURSE DESCRIPTION

In today's interconnected global economy, virtually no company can remain unaffected by international competition. Even firms that do not directly operate abroad face increasing pressure from global competitors, making it essential to understand international marketing principles and practices. The global marketplace has been reshaped by rapid economic, political, and social changes such as the rise of China as a major market player, the establishment of the World Trade Organization (WTO), and the continued liberalization of trade. These developments demand marketing strategies that are globally informed, yet locally responsive.

This course provides a comprehensive exploration of international marketing, focusing on how firms develop, implement, and adapt their marketing strategies across borders. Emphasis is placed on the strategic role of international marketing within the broader context of the firm's global vision. The course covers the core components of the international marketing mix and how they are tailored to fit diverse cultural, legal, and competitive environments.

Students will examine key international marketing decisions such as market selection, segmentation, branding, positioning, and adaptation vs. standardization. The course also delves into global marketing research and analysis, international marketing planning and control, as well as the documentation and financing of international marketing activities. Particular attention is given to how firms can gain and sustain a competitive advantage through innovative and culturally sensitive marketing approaches.

2. COURSE OBJECTIVES

By the end of this course, students will:

- I. Demonstrate an in-depth understanding of the scope and nature of international marketing.
- II. Analyze the influence of cultural, political, and legal environments on international marketing decisions:

- III. Conduct effective international market research: Apply international marketing research processes, estimate demand in foreign markets, and synthesize insights to inform marketing decisions.
- IV. Utilize market analysis tools to assess market access conditions and trade barriers: Apply ITC tools such as Trade Map, Market Access Map, and Rules of Origin Map to identify export opportunities, analyze competition, and navigate marketing restrictions.
- V. Formulate strategic international marketing plans: Develop coherent and competitive marketing strategies that account for global market structures, competition, and international market entry options.
- VI. Design product strategies for international markets: Assess how product adaptation, cultural factors, and product life cycle influence product development for international consumers.
- VII. Determine appropriate pricing strategies in international contexts: Evaluate the impact of market conditions, transfer pricing, countertrade, and regulatory factors on global pricing decisions.
- VIII. Develop effective international distribution and promotional strategies: Plan and manage global distribution channels and promotional activities, including advertising, sales promotion, and personal selling across diverse markets.

3. LEARNING OUTCOMES

At the end of this course, students will be able to:

- I. Explain the scope, challenges, and conceptual foundations of international marketing.
- II. Analyze the impact of cultural, geographical, political, and legal environments on international marketing decisions.
- III. Conduct and apply international marketing research to estimate market potential, understand consumer preferences, and inform evidence-based strategic decisions.
- IV. Use market analysis tools such as ITC's Trade Map, Market Access Map, and Rules of Origin Map to assess market access conditions, identify trade barriers, and evaluate opportunities in International markets.
- V. Formulate competitive international marketing strategies by integrating key elements of the marketing mix.
- VI. Design and adapt products for international markets.
- VII. Develop and justify pricing strategies for international markets.
- VIII. Plan and manage international distribution and promotional strategies.

4. COURSE CONTENT

1. The Scope and Challenge of International Marketing	a) The Internationalization of Business, International Marketing Defined b) The International Marketing Task c) Self-reference Criterion: An Obstacle d) Becoming International, International Marketing Orientations
2. Cultural Dynamics in International Marketing	a) The Foundations of Cultural Understanding b) Cultural Knowledge, Culture and Its Elements c) Influence of culture on consumption d) Business Customs and Practices in International Marketing

3. The International Political and Legal Environment	a) Stability of Government Policies b) Political Risks c) Assessing & Reducing Political Vulnerability d) Multiplicity of legal environments: Legal Recourse in Resolving International Disputes e) Protection of Intellectual Property Rights - a Special Problem
4. Assessing International Market Opportunities	a) Researching International Markets b) Breadth and Scope of International Marketing Research c) The Research Process d) Estimating Market Demand
Market Analysis Tools (Practical Session)	
	a) Trade Map b) Market Access Map: Trade Distortions & Marketing barriers. c) Rule of Origin Facilitator
5. International Marketing Strategies	a) International Marketing Management b) Competition in the Global Marketplace c) Formulating International Marketing Strategy d) Market-Entry Strategies
6. Developing Consumer Products for International Markets	a) International Markets and Product Development b) Products and Culture, Product Life Cycle and Adaptation c) Screening Products for Adaptation
7. Pricing for International Markets	a) Pricing Policy b) Factors Influencing International Pricing c) Administered Pricing, Transfer Pricing & Dumping d) Price Quotations, Countertrades as a Pricing Tool
8. The International Distribution System	a) Channel of Distribution Structures b) The Internet c) Distribution Patterns, Channels Choices d) Locating, Selecting and Motivating Channel Members
9. The International Advertising, Promotion and Personal Selling	a) International Advertising b) Media Planning and Analysis c) Sales Promotion d) International Advertising and the Communications Process e) The Advertising Agency f) International Control of Advertising g) Selling in International Markets

5. DELIVERY METHODS

The course will employ a combination of interactive lectures, case studies, group discussions, and student presentations to ensure a practical and hands-on learning experience. Emphasis will be placed on real-world scenarios and the application of tools for analyzing trade data and market access conditions.

The course will be delivered through a blended learning approach (50% online, 50% in person), with both components requiring active participation. Students are expected to bring their laptops to every session to engage in practical exercises, utilize trade analysis tools such as ITC's Trade Map and Market Access Map, and complete group tasks and case-based assignments effectively.

6. FACILITATORS

- | | | |
|--------------------------|------------------|--|
| a) Dr Aaron ECEL , Ph.D. | +256 782 618 571 | eaaron@mubs.ac.ug |
| b) Dr Tom MUGIZI , Ph.D. | +256 773 243 254 | tmugizi@mubs.ac.ug |

7. COURSE REQUIREMENTS

Students must fill all course requirements in order to achieve a passing grade. These include:

- i. Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
- ii. The institution is committed to the highest standards of academic integrity and honesty; thus, students are urged to avoid any behaviour that could potentially result in suspicions of cheating, plagiarism and misconduct in the lecture rooms and examinations.
- iii. Students are encouraged to review literature on this course since this is the best way to learn about the course and prepare for exams as well. Students may work together on assignments, BUT each student MUST write up his/her assignments independently.
- iv. Students should avoid obtaining a final mark below 60% as this will imply failure and retaking the course when next offered. Thus, students should take coursework seriously since it contributes significantly to the final mark.
- v. There will be at least two test assignments and a comprehensive final exam. No make-up
- vi. course work will be given to students to compensate for poor performance. In the same regard, missing any assignment plus late submission will not be accepted and hence will attract an automatic zero.
- vii. Failure to write the final examination will result in grade of ABS.

8. COURSE ASSESSMENT

- a) Course Work Assessment: 40%
- b) Final Examination: 60%.
- c) Total: 100%

9. READING LIST

- Alexandrovna, P. M. (2004). Strategies of an international market entry. In *International Conference on Soft Computing Applied in Computer and Economic Environment, Czech* (pp. 65-68).
- Ghuri, P. N., & Cateora, P. R. (Eds.) (2021). *International Marketing*. (5th ed.) McGraw-Hill Education.
- John, A., & Lawton, T. C. (2018). International political risk management: Perspectives, approaches and emerging agendas. *International Journal of Management Reviews*, 20(4), 847-879.
- Marsh, G. (2000). International pricing—a market perspective. *Marketing Intelligence & Planning*, 18(4), 200-205.
- Onkvisit, S., & Shaw, J. J. (2008). *International marketing: strategy and theory*. Routledge.
- Papadopoulos, N., & Heslop, L. A. (2014). *Product-country images: Impact and role in international marketing*. Routledge.
- Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. *Journal of business research*, 60(3), 277-284.
- Watson IV, G. F., Weaven, S., Perkins, H., Sardana, D., & Palmatier, R. W. (2018). International market entry strategies: Relational, digital, and hybrid approaches. *Journal of International Marketing*, 26(1), 30-60.

This course outline is authorized by

.....Date:

Head, Department of Marketing & media Studies

All rights reserved. This course outline is the property of Makerere University Business School. No part of this outline may be reproduced or used in any form or by any means-graphic, electronic or mechanical, including photocopying, or information storage and retrieval system-without written consent from the head of Department of Marketing and International Business of Makerere university business school..