

ADVANCED TOPICS IN INTERNATIONAL MARKETING

Course code	GRAV009
Course title	<i>Advanced Topics in International Marketing</i>
Type of course	<i>Compulsory</i>
Level of course	<i>Graduate</i>
Year of study	<i>1st</i>
Semester	<i>2nd</i>
Number of credits	<i>6 ECTS; 36 hours of class work, 120 hours of self-study, 3 hours of consultations</i>
Lecturer	Assoc. Prof. Dr. Caroline S.L. Tan, caroline.tan.gf@u.tsukuba.ac.jp
Course prerequisites	<i>Programme requirements (Pre-reading)</i>
Form of studies	<i>Consecutive (evening)</i>
Teaching language	<i>English</i>

COURSE ANNOTATION

This course provides students with a comprehensive yet practical understanding of how marketing strategies are developed and executed in international contexts. Using case studies, real-world examples, multimedia, and interactive activities, the course highlights the challenges and opportunities brands face when expanding beyond their domestic markets. The course begins with situation analysis, helping students evaluate global versus domestic environments, before moving to macro-environment factors such as political, economic, and technological influences on market entry. Students will then explore culture as the invisible hand, analysing how consumer behaviour differs across countries and why some campaigns succeed or fail when transplanted abroad. Practical strategy modules such as Entering New Countries & Battles and Advertising Without Borders engage students in simulations and creative exercises, while sessions like Going Viral: Product Global 'Explosion' and The Journey of Stuff: From Farm to TikTok unpack how products spread internationally and navigate modern supply chains. The course concludes with Click, Swipe, Buy: Digital Marketing Across Borders, focusing on e-commerce, influencer marketing, and social media-driven consumption.

COURSE LEARNING OUTCOMES

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

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To equip with the skills to perform comprehensive analysis, to assess opportunities and challenges in international business.	Lectures, Group discussions	Group presentation, Individual project,
CLO2. To provide a deep understanding of international management challenges, offering both theoretical frameworks and practical tools to address complex global issues.	Lectures, Group discussions	Individual project, Group presentation
CLO3. To develop the ability to analyse macro-environmental factors to identify global trends and their impact on business strategy and formulate strategies that mitigate risks and capitalize on opportunities in international markets.	Lectures, Group discussions	Individual project, Group presentation
CLO4. To understand the role of culture and develop strategies that appeal to different cultures in creating long-term value creation in international markets.	Lectures, Group discussions	Individual project
CLO5. To develop comprehensive, actionable strategies that address complex global business challenges and position the organization for long-term success in diverse international markets.	Lectures, Group discussions	Individual project, Group presentation

LEARNING METHODS

The course is taught entirely in English and is designed to achieve its aims through a combination of lectures, group discussions and presentations, as well as group presentation and individual project. The lectures and discussions are designed to foster active participation, promote interactive communication, stimulate critical thinking, and encourage effective teamwork

QUALITY ASSURANCE MEASURES

This course will be taught through a blend of lectures and group discussions. Case studies will be the primary focus in class, complemented by assigned readings and recommended materials.

ETHICAL CONDUCT AND CHEATING ISSUES

The academic ethics regulations at ISM University of Management and Economics, which include policies on cheating and plagiarism, will be strictly enforced throughout the course. Any form of unethical behavior will not be tolerated under any circumstances (please refer to the ISM University regulations for more details)..

COURSE CONTENT

No.	Date	Topic	Readings [R] Reading; [C] Case
1.	Nov. 11 th 2025	When marketing goes abroad	[R] Article: Marketing Analysis Toolkit: Situation Analysis
2.	Nov. 12 th 2025	Macro-environment factors	[R] Web links
3.	Nov. 13 th 2025	Culture: The Invisible Hand	[R] Web links
4.	Nov. 14 th 2025	Entering New Countries & Battles	[R] Web links
5.	Nov. 17 th 2024	Advertising without borders	[R] Web links
6.	Nov. 18 th 2024	Going Viral: Product Global 'Explosion'	[R] Web links
7.	Nov. 19 th 2025	The Journey of Stuff: From Farm to TikTok	[R] Web links
8.	Nov. 20 th 2025	Click, Swipe, Buy: Digital Marketing Across Borders	[R] Web links
9.	Nov. 21 st 2025	Group presentations and wrap up	N/A

CLASS PARTICIPATION

Class participation is vital, and active engagement in thoughtful, in-depth discussions is strongly encouraged. Participation involves both the substance of your contributions and the process of the discussion, with an emphasis on the quality and diversity of perspectives, as well as maintaining a respectful and open-minded approach. Since there are no right or wrong answers, your grade will not be determined by whether you agree or disagree with the majority. Unless there are extenuating circumstances, missed participation or absences cannot be compensated with make-up assignments.

COURSE ASSESSMENT

Method	Description	Evaluation
Group presentation	In-class group presentation	40% of the final grade
Final assignment	Individual assignment to be submitted via Turnitin	60% of the final grade

The course overall assessment comprises of two components, as follows:

1. **Group presentation:** This accounts for **40%** of the final mark. Students will work in groups of 4 and select a foreign brand for this project. The presentation should comprise three parts: (1) an introduction to the chosen foreign brand, including its background, positioning, and current international presence; (2) an analysis of the Lithuanian market, highlighting cultural, economic, and consumer factors that would affect the brand's entry; and (3) a proposed marketing campaign that outlines how the brand should be introduced, promoted, and adapted for success in Lithuania. Each group will have 20 minutes to present their work, followed by a short Q&A (approx. 5-10 mins). Each group must submit their slides on Turnitin on the before the start of class on **Nov. 21st**.
2. **A final assignment:** This accounts for the **60%** of the final mark. For this report, select a Lithuanian brand and develop its first marketing entry campaign for expansion into one of the following countries: (1) the United States,

(2) Japan, or (3) China. The report must consist of three parts, namely: (1) an introduction to the selected brand, including its background, positioning, and current market presence; (2) an analysis of the target country, covering cultural, economic, and consumer factors relevant to market entry; and (3) a proposed marketing campaign outlining entry strategy, promotional approach, and necessary adaptations for success in the chosen market. Students will have to upload a final report for evaluation by **Nov. 30, 23:59 (EET)**. The individual assignment is a 4-page (single spaced, font 11) report.

A retake for the course may be completed through the final assignment only and will account for 60% of the final mark.

COURSE READINGS

There is no textbook requirement for this course.

Readings will be in the form of articles and weblinks that will be uploaded on the ISM e-learning system.