



CATEDRA

Aprobat
DecanAvizat
Șef de catedrăTitular disciplină
Conf.univ.dr. Sorina
Gîrboveanu

PROGRAMA ANALITICĂ

pentru disciplina

INTERNATIONAL MARKETING

Acronim masterat	Anul și semestrul de studiu	Număr ore curs/săptămână	Număr ore seminar (laborator)/săptămână	Număr credite
	I	2	1	6

Disciplină obligatorie înscrisă în planul de învățământ în anul I, sem.I (de sinteză)

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Disciplină obligatorie înscrisă în planul de învățământ în anul I, sem.II (de aprofundare)

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Disciplină obligatorie înscrisă în planul de învățământ în anul II, sem.I, pachetul opțional I (de aprofundare)

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Disciplină obligatorie înscrisă în planul de învățământ în anul II, sem.I, pachetul opțional II (de aprofundare)

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I. Specific objectives

The subject *International Marketing* aims to:

- raise awareness of the basic principles of IM; make students comprehend the influence of the similarities and dissimilarities between the economic, socio-cultural, legal and political systems on the marketing policies of a firm; developing a global vision through marketing research; establish the components of marketing mix; develop strategic thinking in the field of marketing;
- provide the contexts in which these general principles are embedded as only by comparing the local needs and practices to the self-reference-criterion of the foreign marketing companies will marketers be able to successfully perform at the international level.

II. Themes

Nr.crt.	Theme	Nr. ore
A. Curs		
Capitolul 1	<i>The Scope and the Challenge of the International Marketing</i>	2
Theme 1.1.	International Marketing Defined	
Theme 1.2.	The International Marketing Task	
Theme 1.3.	Environmental Adaptation Needed	
Theme 1.4.	The Self-Reference Criterion and Ethnocentrism: Major Obstacles	
Theme 1.5.	Developing a Global Awareness	

Theme 1.6.	Stages of International Marketing Involvement	
Theme 1.7.	Strategic Orientation	
Chapter 2	<i>The Dynamic Environment of International Trade</i>	2
Theme 2.1.	The International Trade Theories	
Theme 2.2.	Protectionism	
Theme 2.4.	Trade and Investment Regime	
Theme 2.5.	The International Monetary Fund and World Bank Group	
Theme 2.6.	Protests Against Global Institutions	
Chapter 3	<i>Cultural Dynamics in Assessing Global Markets</i>	2
Theme 3.1.	Definitions and Origins of Culture; Definiții și origini ale culturii	
Theme 3.2.	Elements of Culture	
Theme 3.3.	Cultural Knowledge	
Theme 3.4.	Cultural Change	
Theme 3.5.	Required Adaptation	
Theme 3.6.	Gender Bias in International Business	
Theme 3.7.	Business Ethics	
Chapter 4	<i>Developing a Global Vision through Marketing Research</i>	2
Theme 4. 1.	Breadth and Scope of International Marketing Research	
Theme 4. 2.	The Research Process	
Theme 4. 3.	Defining the Problem and Establishing Research Objectives	
Theme 4. 4.	Problems of Availability and Use of Secondary Data	
Theme 4. 5.	Gathering Primary Data: Quantitative and Qualitative Research;	
Theme 4. 6.	Problems of Gathering primary Data	
Theme 4. 7.	Multicultural Research: A Special Problem; Cercetarea multiculturală: o problemă specială	
Theme 4. 8.	Research on the Internet: A Growing Opportunity	
Theme 4. 9.	Estimating Market Demand	
Theme 4. 10.	Problems in Analyzing and Interpreting Research Information;	
Theme 4. 11.	Responsibility for Conducting Marketing Research;	
Theme 4. 12.	Communicating with Decision Makers	
Chapter 5	<i>Multinational Market Regions and Market Groups</i>	2
Theme 5.1.	Patterns of Multinational Cooperation	
Theme 5.2.	Global Markets and Multinational Market Group	
Theme 5.3.	Europe	
Theme 5.4.	The Americas	
Theme 5.5.	Asian-Pacific Rim	
Theme 5.6.	Africa	
Theme 5.7.	Middle East	
Theme 5.8.	Regional Trading Groups and Emerging Markets	
Chapter 6	<i>Global Marketing Management</i>	2
Theme 6.1.	Global Marketing Management: An Old Debate and a New View	
Theme 6.2.	Planning for Global Markets	
Theme 6.3.	Alternative Market-Entry Strategies	
Theme 6.4.	Organizing for Global Competition	
Chapter 7	<i>Products and Services for Consumers</i>	4
Theme 7.1.	Quality	
Theme 7.2.	Products and Culture	
Theme 7.3.	Analyzing Product Components for Adaptation	
Theme 7.4.	Marketing Consumer Services Globally	
Theme 7.5.	Brands in International Markets	
Chapter 8	<i>International Marketing Channels</i>	4
Theme 8.1.	Channel-of-Distribution Structure	

Theme 8.2.	Distribution Patterns	
Theme 8.3.	Alternative Middleman Choices	
Theme 8.4.	Factors Affecting Choice of Channels	
Theme 8.5.	Locating, Selecting, and Motivating Channel Members	
Theme 8.6.	The Internet	
Chapter 9	<i>Integrated Marketing Communications and International Advertising</i>	4
Theme 9.1.	Sales Promotions in International Markets	
Theme 9.2.	International Public Relations	
Theme 9.3.	International Advertising	
Theme 9.4.	Advertising Strategy and Goal	
Theme 9.5.	The Message: Creative Challenges	
Theme 9.6.	Media Planning and Analysis	
Theme 9.7.	Campaign Execution and Advertising Agencies	
Theme 9.8.	International Control of Advertising: Broader Issues	
Chapter 10	<i>Pricing for International Markets</i>	4
Theme 10.1.	Pricing Policy	
Theme 10.2.	Approaches to International Pricing	
Theme 10.3.	Price Escalation	
Theme 10.4.	Sample Effects of Price Escalation	
Theme 10.5.	Approaches of Lessening Price Escalation	
Theme 10.6.	Leasing in International Markets	
Theme 10.7.	Countertrade as a Pricing Tool	
B. Seminar		
Theme 1	Branding Country Image; Attitudes Toward Globalization;	
Theme 2	What Do Starbucks and the WTO Have in Common? The Need for Fair Trade. International Monetary Fund, Views and Comments;	
Theme 3	Cultures Are Just Different, not Right or Wrong, Better or Worse; Bribery and Corruption in a World Bank Development Project;	
Theme 4	Assessing Market Entry with Good Information and Open Eyes; Communication between Cultures; Employing Focus Groups Abroad;	
Theme 5	Might Free Trade Bring Peace to the Middle East? There are Myths and Then There are Euromyths;	
Theme 6	Canada Invades the U.S.! Swedish Takeout; The Consortium Goes Corporate – Bad News for Boeing?	
Theme 7	The Quality of Food Is a Matter of Taste; American Consumer Reactions to Canada's Position on Iraq;	
Theme 8	It Depends on What "Not Satisfied" Means; How export Entry-Mode Decisions Are Actually Made;	
Theme 9	Advertising Themes That Work in Japan, including a Polite Duck; Subliminal Advertising in Russia;	
Theme 10	The Price War; Exports Strategies Under Varying Currency Conditions; How Are Foreign Trade Zones Used?	
C. Laborator		
D. Proiect		

IV. Reference

	First name and surname	Title	Publishing House, Year
1.	Arnold David	<i>The mirage of global markets: how globalizing companies can succeed as markets localize</i>	Prentice Hall, New Jersey, 2004
2.	Cateora Philip, Graham John, Bruning Edward	<i>International Marketing</i>	McGraw-Hill Ryerson, Toronto, 2006
3.	Edmunds Holly,	<i>The AMA guide to the global: managing the international marketing research process</i>	Mason, Ohio, 2006
4.	Ghauri Pervez Cateora Graham	<i>International Marketing – European Edition</i>	McGraw-Hill Education Europe, New York, 2005
5.	Heilmann Thomas	<i>Manual of International Marketing</i>	Wiesbaden, Gabler, 2006
6.	Henault Georges-Maurice, Spence Martin	<i>Marketing international: synergie, éthique et liens</i>	Presses de l'Université de Quebec, 2006
7.	Kirkbride P	<i>Globalization : The External Pressure</i>	John Wiley&Sons, Ltd., Chichester, 2001
8.	Kotler Philip, Turner Ronald	<i>Marketing Management: Analysis, Planning, Implementation and Control</i>	Prentice Hall, Ontario, 1998
9.	Lowe Robin, Doole Isobel	<i>International Marketing Strategy</i>	Thomson Learning, Australia, 2004
10.	Nicolescu Luminița	<i>International Marketing</i>	Editura ASE, București, 2005
11.	Sasu Constantin	<i>Marketing internațional</i>	Polirom, Iași, 2001