

**National Taiwan University**  
**Department of International Business**

**Fall 2008**

**International Marketing Management**

Professor: Dr. J. Chris Lin  
Office: Room 501, College of Management Building 2  
Phone: 3366-9732  
E-mail: jlin@management.ntu.edu.tw  
Textbook: Keegan and Green (2008), *Global Marketing* (Fifth Edition)  
Cases: To be distributed

**Course Objective:**

The purpose of this course is to (1) provide an overview of international marketing as a managerial challenge; (2) familiarize students with international marketing related knowledge from a conceptual, theoretical, practical and analytical perspective; and (3) enable students to improve the ability of working problems, cases and projects out.

Lectures, class participation, case discussions and group projects are designed to help students LEARN as more as possible in INTERESTING ways.

**Course Requirements:**

Class Attendance and Participation (10%)  
Case Discussion and Presentation (20%)  
Group Exercises (20%)  
Quiz (15%)  
Group Term Project (35%)

***Peer evaluations will be performed within each group for group activities.***

## **Tentative Course Topics Covered**

1. Introduction
2. Global Market Overview & Environments (Chapter 2-3)
3. Social and Cultural Environments (Chapter 4)
4. Diffusion Theory (Chapter 4)
5. Consumers & Marketing Aesthetics (Readings to be distributed)

### ***Group Meeting with Professor (for Term Project)***

6. Global Product and Brand Decisions (Chapter 10)

### ***Group Exercise***

7. Global Marketing Communication and Advertising (Chapter 13-14)

### ***Case Discussion***

8. Segmentation, Targeting and Positioning (Chapter 7-8)
9. Pricing Decisions (Chapter 11)

### ***Group Meeting with Professor (for Term Project)***

10. Global Marketing Channels + Entry Strategy (Chapter 9, 12)

### ***Case Discussion***

11. Group Term Project Presentation:

## **NTU Global Marketing Communication Award**