



MATARAM UNIVERSITY

Course Syllabus

INTERNATIONAL BUSINESS AND MARKETING (LISP1015)

International Program

5 ECTS

1. Course Description

This course provides a deeper understanding of International Business and Marketing with a special attention on the Asian context. The course will cover Asian business environment, marketing strategies in Asian context and contemporary marketing in Asia. In addition, international business and marketing practices in Indonesia will also be included in this course. The main topics in this course are outlined below.

2. Objective

The course is aimed at improving students' understanding of International Business and Marketing in general and that of Asian context.

3. Teaching Method

Combination of lecture and interactive discussion.

4. Assessment Method

Assignments and final test.

5. References

Fletcher, R. And Crawford, H., 2014, International Marketing, An Asia pacific perspective, 6th ed. Pearson

Kerrin, R.A., Lau, G.T. Hartley, S.W. and Rudellius, W., 2012, Marketing in Asia, 2ed, Mc Graw Hill

Nguyen, B., and Rowley, C. 2015 Ethical and Social marketing in Asia, Elsevier Asian Studies Series

Selected articles in international journals

6. Lecturer

Sulhaini, SE., M.Sc., Ph.D

7. Lesson Plan

Week	Topics and sub Topics	Materials
1	Trends in the Asian market: economics and Politics	
2	Trends in the Asian market: culture	
3	Consumer behaviour: country of origin effect	
4	Consumer behaviour: ethnocentrism	
5	Corporate Social Responsibility	
6	Green and social Marketing	
7	Emerging country markets in Asia	
8	Mid term	
9	Islamic marketing I	
10	Islamic marketing II	
11	Relationship building in the Asian context	
12	Culture, Management Style, and Business Systems	
13	Strategic orientations	
14	Strategic orientations	
15	Group project II	
16	Final Test	

8. Workload

	Weeks per Semester																Total Hours	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
Independent work																		
<i>Homework/assignment</i>		2	2	2	2	2	2		2	2	2	2	2	2	2	2	2	26
<i>Exam preparation</i>							5								5			10
<i>Company visits</i>													5					5
<i>Presentation (cases/assignment)</i>		1	1	1	1	1	1		1	1	1	1	1	1				12
<i>Preparation for class</i>	2	2	2	2	2	2	2		2	2	2	2	2	2	2			28
<i>Follow-up for class</i>	1	1	1	1	1	1	1		1	1	1	1	1	1	1			14
<i>Course evaluation</i>															2			2
<i>Group project</i>															10			10
																		107
<i>Hours of Exam</i>								2									2	4
<i>Mandatory class attendance</i>	2	2	2	2	2	2	2		2	2	2	2	2	2	2			28

TOTAL WORKLOAD PER COURSE (HOURS): 139

TOTAL ECTS: 5