



International TRADE AND MARKETING

COURSE DESCRIPTION

This course provides an overview of the environment, concepts, basic differences, and practices involved in international trade and marketing. Topics include international trade theory and policy, export and import, global logistics management, digital marketing, global marketing strategies, and global strategic management.



COURSE LEARNING OUTCOMES

After successful completion of this course, students will be able to:

- Explain current academic theories, regulations, and practices in the fields of international trade, export/import, and global logistics
- Discuss the role of digital marketing for effective business growth
- Demonstrate the implementation strategies practiced in global marketing
- Analyze the strategic business considerations, competitive challenges, and opportunities faced by international firms

CLASS TOPICS

- Why do nations trade?
- International trade policy
- Fundamental of export/ import
- Marketing in the digital era
- Global marketing strategy
- International growth strategy
- Regional connectivity through logistics system

TEACHING METHODS

- Interactive lectures
- Self-study
- Workshop
- Project-based Learning

APPLY for MUIC
SUMMER PROGRAM



DATE

August 3 - 28, 2020

APPLICATION DEADLINE

July 5, 2020

TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Assignments and final project presentations
- Class attendance at 80% of total hours to receive a final grade



CONTACT US

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Course Syllabus

1. Program of Study	Business Administration Program
Faculty/Institute/College	Mahidol University International College
2. Course Code	ICBE 486
Course Title	Special Topic “International Trade and Marketing”
3. Number of Credits	4 – 0 – 8 (Lecture – Lab – Independent study)
4. Prerequisite(s)	None
5. Type of Course	Elective course
6. Session/Academic Year	First / Second / Third / Every Trimester
7. Enrollment	Maximum number of students is 40

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9. Course Learning Outcome(s)

After successful completion of this course, students will be able to:

- 1) Explain current academic theories, regulations, and practices in the fields of international trade, export/import, and global logistics.
- 2) Discuss the role of digital marketing for effective business growth.
- 3) Demonstrate the implementation strategies practiced in global marketing.
- 4) Analyze the strategic business considerations, competitive challenges, and opportunities faced by international firms.

10. Course Outline:

Class	Topics*	Hours	Assignments
1	Introduction to Course	6	
2	International Trade Theory & Policy	6	Assignment #1
3	Fundamentals of Export/ Import	6	Assignment #2
4	International Logistics Environment	6	
5	Marketing in the Digital Era	6	Assignment #3
6	Global Marketing Strategy	6	Assignment #4
7	Global Strategic Management	6	Assignment #5
8	Group project	6	Project Presentation
		48 hrs	

**NB: Topic is subject to change without prior notice to fit the changing circumstances.*

11. Teaching Methods

11.1 Online lectures 11.2

Self-study

11.3 Workshop

11.4 Project-based learning

12. Teaching Media

12.1 Power-point presentations

12.2 Handouts

12.3 Multimedia resources

13. Measurement and Evaluation of Student Achievement

13.1 Students' achievement is measured by the assignments and final project presentation.

13.2 Students must have attended at least 80% of the total class hours of the course to receive a final grade.

13.3 Student achievement will be graded according to College and University standard using the following symbols:

Raw Score	Grade
90 – 100	A
85 – 89	B+
80 – 84	B
75 – 79	C+
70 – 74	C
65 – 69	D+
60 – 64	D
< 60	F

13.4 Assessment

Activities	Percentage
Assignment #1	15%
Assignment #2	15%
Assignment #3	15%
Assignment #4	15%
Assignment #5	15%
Final Project Presentation	25%
Total	100%

14. Course Evaluation

14.1 Student achievement as indicated in number 13 above.

14.2 Student evaluation of course and instructor by means of questionnaire.

15. Course Coordinator

Asst. Prof. Dr. Phassawan Suntraruk

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