



# 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
- Business field trips

## TEACHING METHODS

- Interactive lectures
- Self-study
- Workshop
- Field trip

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MUIC SUMMER  
PROGRAM**



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icia@mahidol.ac.th

DATE

JUNE 30 – JULY 28, 2020

APPLICATION DEADLINE

MAY 31, 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





## Course Syllabus

<b>1. Program of Study</b>	Business Administration Program
<b>Faculty/Institute/College</b>	Mahidol University International College
<b>2. Course Code</b>	ICXX XXX
<b>Course Title</b>	Special Topic “International Trade and Marketing”
<b>3. Number of Credits</b>	4 – 0 – 8 (Lecture – Lab – Independent study)
<b>4. Prerequisite(s)</b>	None
<b>5. Type of Course</b>	Elective course
<b>6. Session/Academic Year</b>	First / Second / Third / Every Trimester
<b>7. Enrollment</b>	Maximum number of students is 20

### 8. Course Description

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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:

<b>Class</b>	<b>Topics*</b>	<b>Hours</b>	<b>Assignments</b>
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	Business field trip (3 days 2 nights)	6	Project Presentation
		<b>48 hrs</b>	

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

## 11. Teaching Methods

11.1 Interactive lectures

11.2 Self-study

11.3 Workshop

11.4 Business Field trip

## 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

Business Administration Division

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