

1. Course Identity

Course Name	International Marketing Management		
Faculty	Business and Economics	Study Program	Management
Code	SEM442	Credits Weight	3
Group	Study Program	Type of Course	Compulsory
Semester	4	Availability	Open for External Parties
Learning Method	Classroom Session	Media	Blended
Course Cluster	Featured Course (MKPC)	Prerequisite	Marketing Management

2. Course Description

International Marketing Management discusses the concept of global marketing, including environmental analysis and strategy formulation at the international level.

3. Learning Outcomes



CPL Codes	Formulation of Graduate Learning Outcomes (CPL)	CPMK Codes	Formulation of Course Learning Outcomes (CPMK)
S1	To be devoted to God the Almighty and develop a virtuous noble character	M1	To understand the concept of international marketing, including mastery of international trade theories and international trade barriers. (S1, S3, S5, and S9)
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		
S5	To appreciate the diverse cultures, views, religions, and beliefs and opinion or original findings of others		
S9	To independently apply the knowledge possessed to support the practice of everyday life in general and professional aspect (to have applicable knowledge, and to apply the knowledge), by implementing Islamic values the blessing for the whole universe		
S1	To be devoted to God the Almighty and develop a virtuous noble character	M2	To understand the international marketing environment includes aspects of legal

PP 2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels		politics, culture and international consumer behavior (S1, PP2 and PP3)
PP 3	To profess at least one of the international languages		
S1	To be devoted to God the Almighty and develop a virtuous noble character		
KU 1	To understand and implement theoretical concepts, methods and tools for analysis of Management functions (planning, implementing, directing, monitoring, evaluating, and controlling) and organizational functions (marketing, HR, Operations, and Finance) in various types of organizations	M3	To analyze and develop the concept of marketing mix (product, price, promotion and distribution) at international level. (S1, KU1, and KU4)
KU 4	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions		
S1	To be devoted to God the Almighty and develop a virtuous noble character		
KK 2	To build positive collaborations with local, national, and international communities in the field of business		
KK 3	To see opportunities quickly and dare to take risks responsibly to provide optimal benefits		
KK 4	To think “out of the box” by implementing the values of perfection in accordance with the Islamic treatise by approaching and reasoning to solve problems based on management science	M4	To understand international financial sources and the role of global currency. (S1, KK2, KK3, KK4 and KK5)
KK 5	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science		

4.Learning Materials and Main References
Learning

1. Fundamental concepts of international marketing, challenges and opportunities
2. Theory of Trade & Economic Development

Materials	3. International Marketing Distortions and Constraints 4. International Marketing Environment (Political and legal) 5. International Marketing Environment (Culture) 6. International marketing environment: Consumer behavior – psychological and social aspects. 7. Marketing research, information technology and entering international markets. 8. Product strategy: Product planning and international branding 9. International Marketing Distribution Network 10. Promotion strategy (personal selling, publicity, sales promotion and advertising) 11. Basic concept of international pricing strategy. 12. International sources of finance and foreign exchange rates. 13. Group presentation 14. Group presentation
Main Reference	Onkvisit, S. & Shaw, John (2004), ' International Marketing: Analysis & Strategy 4 th Edition', Routledge, NY

Date: February 10, 2021	Date: February 4, 2021	Date: February 1, 2021
Approved by the Dean	Examined by the Head of Study Program	Prepared by:
		
Prof. Jaka Sriyana, S.E., M.Si., Ph.D.	Anjar Priyono, S.E., M.Si., Ph.D.	Ratna Roostika, S.E., MAC, Ph.D.