



2026 Korea University International Summer Campus (KU ISC)

Embark on a unique summer

June 27, 2026 – August 6, 2026

ISC306 – International Marketing

I . Instructor

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| Professor | : | Woody G. Kim, Ph.D. |
| E-mail | : | woogon@yahoo.com |
| Home Institution | : | Florida State University |
| Class Time | : | 10:50 a.m.-12:30 p.m. (KST) |
| Class Format | : | Online only |
| Office Hours | : | 12:30 p.m.-1:30 p.m., Monday to Thursday |
| Academic Field | : | Business |

II. Textbook

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| Required Textbook | : | Global Marketing (7th ed.) by Keegan, Warren, and Green, Prentice Hall, ISBN: 0-13-271915-0 |
| Recommended Additional Readings | : | The Economist and Business Week |

III. Course Description and Objectives

Course Description

As an advanced level marketing class, this course builds on the fundamentals of marketing. The primary objective of this course is to expose students to the global issues involved in creating marketing strategies that generate value for the global customer. This course will explore the complex and constantly evolving realities of international marketing by introducing a brief review of the macro level environments (i.e., culture, geography, economics, legal systems, and governments) faced in international markets and then by addressing in depth the elements of the international marketing strategy pertaining to issues such as pricing, channels of distribution, consumer and business markets, advertising, sales, and exporting.

Course Objectives

By the end of the term you will:

- Recognize the cultural, historical, political, economic, legal, ethical, and institutional features that influence the international marketing strategies of multinational firms.
- Learn various concepts and theories pertaining to international marketing.
- Analyze and evaluate global marketing situations.
- Identify international marketing opportunities through international marketing research, market segmentation, and positioning strategies.

- Be able to select appropriate foreign market entry modes that enhance customer value by evaluating and examining the pros and cons of each mode of a given internal and external marketing environment.
- Develop the skills to effectively deliver customer value to local consumers by adopting and implementing culture specific marketing strategies.

IV. Grading

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| Attendance and Class Participation | : | 100 points (14%) |
| Exam 1 | : | 150 points (20%) |
| Exam 2 | : | 150 points (20%) |
| Exam 3 | : | 150 points (20%) |
| Written Case | : | 90 points (30 points each: 3x30) (12%) |
| Discussion Boards | : | 100 points (50 points each: 2x50) (14%) |
| Total | : | 740 points (100%) |

Your course average is computed by dividing your total points earned (from exams, written case reports, oral case presentation and attendance/class participation) by the total points available. Your letter grade is determined based on the course average score and in accordance with the following Korea University Grading Scale:

- A+ = 95-100%;
- A = 90-94.99%;
- B+ = 85-89.99%;
- B = 80-84.99%;
- C+ = 75-79.99%;
- C = 70-74.99%;
- D+ = 65-69.99%;
- D = 60-64.99%;
- F = 0-59.99%

V. Tentative Course Schedule

| Date | Topics | Assignments/Cases |
|---------------|---|--|
| June 27 (Sat) | Orientation Day | |
| June 29 (Mon) | Course Introduction | First Day Introduction at Discussion Board Due |
| June 30 (Tue) | Ch 1. Introduction to Global Marketing | Case 1: McDonald's Expands Globally Due |
| July 1 (Wed) | Ch 4. Social & Cultural Environments | Case 2: Disney Learns to "Act Local" Due |
| July 2 (Thu) | Ch 4. Social & Cultural Environments | Case 3: Gambling Goes Global on the Internet |
| July 6 (Mon) | Ch 5. The Political, Legal, and Regulatory Environments | Discussion Board #1 Initial Post by July 3 Two Response Posts by July 6 |
| July 7 (Tue) | Ch 16. Strategic Elements of Competitive Advantage | Case 4: IKEA Due |
| July 8 (Wed) | Ch 6. Global Information Systems and Market Research | Case 5: Market Research Transforms Coach Due |

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| July 9 (Thu) | Ch 7. Segmentation, Targeting, and Positioning | Case 6: Cosmetics Giants Segment Global Market Due |
| July 13 (Mon) | Ch 17. Leadership, Organization, and Corporate Social Responsibility | Case 7: Unilver Due |
| July 14 (Tue) | Ch 9. Global Market Entry Strategies | Case 8: Starbuck's Global Expansion Due 1st class participation log due |
| July 15 (Wed) | Exam 1 Review | |
| July 16 (Thu) | Exam 1 | |
| July 20 (Mon) | Ch 10. Brand and Product Decisions in Global Marketing | Case 9: Suzlon Energy Due Discussion Board #2 Initial Post by July 17 Two Response Posts by July 20 |
| July 21 (Tue) | Ch 10. Brand and Product Decisions in Global Marketing | Case 10: The Smart Car Due |
| July 22 (Wed) | Ch 11. Pricing Decisions | Case 11: LVMH and Luxury Goods Marketing Due |
| July 23 (Thu) | Ch 12. Global Marketing Channels and Physical Distribution | Case 12: Carrefour Expands Abroad Due |
| July 27 (Mon) | Exam 2 Review | |
| July 28 (Tue) | Exam 2 | |
| July 29 (Wed) | Ch 13. Global Marketing Communications Decisions I: Advertising and Public Relations | Case 13: The BP Oil Spill Due |
| July 30 (Thu) | Ch 14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication | Case 14: Scotch Whisky in China Due Case 15: Red Bull Due 2 nd class participation log due |
| Aug 3 (Mon) | Exam 3 Review | |
| Aug 4 (Tue) | Exam 3 | |
| Aug 5 (Wed) | Grade Consultation | |
| Aug 6 (Thu) | Commencement | |

Course Content

This course consists of lectures, in-class discussions, cases, and textbook readings. Lectures and in-class discussions are the primary teaching method of the course and are designed to introduce and clarify the topics pertaining to international marketing and to help students develop strategic decision-making skills for effective international marketing. Case studies will provide additional opportunities to connect class topics/materials to the real world. Finally, the textbook will be a good source for comprehensive knowledge on international marketing.

Written Case Assignments

I have carefully chosen cases to highlight different aspects of international marketing theories and implications for global marketing strategies. You are required to prepare all cases for class discussion. With case analyses, you can select 3 out of the 15 cases we will discuss in this course. You will only have 3 written case assignments; I will not provide extra credit for doing extra assignments.

Discussion Board: 1 Main (Initial) Post and 2 Responses (2x50 =100points)

Interaction on the discussion board is a required part of this class. As with any course, the more the class participates in the discussion, the more interesting and valuable the course will become. Since our primary means of group discussion is the class discussion board, this area will become a critical portion of the course. Contribution in these online discussions is mandatory for you and all of your classmates.

The Discussion Board component of your final grade will consist of the evaluation of your discussion board participation. You should actively participate in each discussion board forum. For the weeks that require discussion board post, you will be required to make an initial post to initiate a discussion. These posts will initially be private and only revealed to the rest of the class after all class members have posted. Once the initial posts are public, you will be required to make **two additional posts** in response to your classmates' posts. **To receive full credit, you must have at least one main (initial) post of at least 150 words and at least one response post of 75 words. Failure to meet the word requirement will result in penalty points.** Each main post is worth 30 points, and each response post is worth 10 points per discussion board.

You are free to post relevant information from trade press, academic journals, or industry web sites. Class participants have the right to express their opinions during class discussion in our discussion forums. You are expected to be respectful of differences in opinions and points of view. Personal attacks are not permitted. You can criticize ideas but not individuals.

Your posts will be graded on: 1) clarity of thought and organization of ideas, 2) the quality of your comments and critical thinking, 3) demonstration of knowledge gained from the material, 4) usefulness in responding to others' posts, 5) spelling and grammar, and 6) timeliness.

| | Good | Needs Some Improvements | Needs Big Improvements/Late submission | Incomplete |
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| Main Post | 30 Points Responds to assigned discussion questions, reflects critical thinking, and questions are completely answered with considerable detail. | 20 Points Responds to assigned discussion questions, reflects critical thinking, and questions are partially answered. | 10 Points Does not meet word requirement or student did not submit the post by the given deadline. | 0 Points No response to assigned discussion questions |
| Response Post | 10 Points Substantial and detailed response is made to another student's posting. | 7 Points Brief or off topic response is made to another student's posting. | 5 Points Does not meet word requirement or student did not submit the post by the given deadline. | 0 Points No response made to another student's posting |

Late Assignments will not be tolerated unless there is a valid excuse with proper documentation submitted by you. Technical issues are not a valid excuse for missing an assignment, so please do not wait until the last minute to submit your work. Please note that there will be no partial credits if you

miss your submission deadline on DB postings. However, all late work (e.g., mini-simulation and chapter quiz) may be allowed, but an automatic penalty will be applied.

Attendance and Class Participation

Students are expected to attend class regularly and to arrive promptly. I will check class attendance randomly, and it will be reflected in your attendance score. Missing classes will certainly have a negative impact on your exam scores. You will lose 7 points for each absence. Korea University's academic regulations state that a class attendance rate of at least 70% is required for a student to earn a passing grade. You are expected to participate in various class discussions and respond to any questions or issues raised in class to earn your class participation points. Attendance and class participation will count for 16% of your final grade, or 100 points, and your participation points will depend on the frequency and quality of your participation. I also measure class participation based on the following criteria: paying attention during lectures; respectful listening when I or your peers are speaking; your ability to fully engage in your learning without texting, checking your phone or email, or participating in other digital distractions; your ability to stay awake, etc. If you are unable to meet the above criteria, I will take away participation points throughout the semester. You must introduce yourself to the class in a Discussion Board posting during the first day of the semester (by 11:59 p.m.). After you complete your first day introduction post, you must post short informal hello message responses to at least two of your fellow classmates. Click on the link "Discussion Board - First Day Introduction," and then click on "Create Thread." Include any of the following information you feel comfortable sharing:

- Education history
- Current work and/or work history
- Why you chose to enroll in KU summer campus
- Hobbies
- Family
- Anything else you'd like to share about yourself

Examinations

There will be three exams, and they will consist of multiple-choice questions. Each exam will have a total of 50 questions. All exams will be non-cumulative and closed book/notes. Test materials for exams will come from the textbook, lectures, discussions, video clips, case presentations, and other topics discussed in class. Test dates are listed on the tentative course schedule at the end of this syllabus.

Respondus LockDown Browser will proctor your exams this semester. LockDown is an online proctoring program that allows you to take your exam from the comfort of your home. LockDown is available 24/7, and all that is needed is a computer, a working webcam/microphone, your ID, and a stable internet connection. **It's very important to check your system compatibility and Internet connection speed in advance as described in the guide.**

When you are ready to complete your assessment, log into Blackboard, go to your course, and click on your exam. Respondus Monitor starts with a sequence of instructions and verification checks. You will take a picture of yourself, show your ID, and complete a scan of your room. LockDown will be recording your exam session through your webcam, microphone, and recording your screen. LockDown also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

This is a CLOSED note exam. Using your e-book or textbook is NOT ALLOWED. You may use two sheets of scratch paper. You must use "calculator" button on the top right of your testing page. You

must remain in front of your computer for the duration of the exam. NO BATHROOM BREAKS. Cell phones, tablets, laptops, smart watches, and any other electronic devices are NOT PERMITTED. Failing to follow these instructions could result in a violation.