

AMEM21 INTERNATIONAL MARKETING & CROSS INDUSTRY GROWTH SPECIALIZATION

UNIT-1 INTRO TO INTERNATIONAL MARKETING

- 1.1 This course brings together two key subjects, International Marketing and Cross Industry Innovation.
- 1.2 It will provide the basic foundations of international marketing and then explain how companies can grow by going abroad or sourcing ideas/expanding into other countries or industries.
- 1.3 This is summarized as CCCI: Cross-Country and Cross-Industry Innovation, a term and analytical platform used throughout not only this course but others in the specialization.
- 1.4 As an introductory course, we keep the concepts short and simple in order to ease learners into the wonderful world of international marketing.
- 1.5 More specific operational aspects such as managing the product, price, place and promotion as well as targeting and positioning will be provided in the second course of the specialization.

UNIT-2 INTERNATIONAL MARKETING ENTRY AND EXECUTION

- 2.1 This will be part 2 of a two-series foundation courses for the Specialization: International Marketing & Cross Industry Growth.
- 2.2 This course will dive in more deeply into consumer science investigation, B2C marketing, International Marketing Entry, Targeting, Positioning, International Product, International Promotion, International Place and International Price.
- 2.3 The last set of classes will discuss seven new ways to innovate in International Marketing that all start with the letter "S" and hence will be called the 7S International Marketing Innovation.
- 2.4 There will be a heavy emphasis on how companies can incorporate CCCI Innovation, i.e. Cross Country and Cross Industry Innovation in marketing.

UNIT-3 INTERNATIONAL B2B (BUSINESS TO BUSINESS) MARKETING

- 3.1 This course offers a unique perspective into the differentiating aspects of business to business (B2B) marketing that can be contrasted to traditional business to consumer (B2C) marketing that is the subject of most other marketing curricula.
- 3.2 Moreover, as one of the courses in the Specialization: International Marketing & Cross Industry Growth, here too there is an emphasis on how companies can expand by cross-country and cross-industry innovation.

UNIT-4 INTERNATIONAL HOSPITALITY & HEALTHCARE SERVICES MARKETING

- 4.1 As the fastest-growing sectors of the current global economy, both hospitality and healthcare services sector offer tremendous growth opportunities for incumbents and entrepreneurial opportunities for new entrants.
- 4.2 To flourish on these opportunities, one must first understand each industry's unique characteristics.

4.3 This course is designed to help those who are interested in career advancement opportunities in these industries or who want to be inspired by these industries to better equip themselves with enlightened and creative management capabilities.

UNIT-5 INTERNATIONAL ENTERTAINMENT AND SPORTS MARKETING

5.1 This course will provide learners with a fundamental understanding of the characteristics and marketing strategies related to two key global industries, sports and entertainment.

5.2 The growth in both industries have been fueled by their ability to innovate via CCCI, i.e. cross-country and cross-industry expansion. There will be a graded quiz that will consists of 10 questions during the first two weeks (together worth 50% of the grade) and a final quiz that contains 20 questions (worth 50% of the grade) in the third week.

UNIT-6 INTERNATIONAL MARKETING & CROSS INDUSTRY GROWTH CAPSTONE PROJECT

6.1 This course will act as the culmination of the Specialization: International Marketing & Cross Industry Growth.

6.2 The aim is to help you apply what you have learned during the 16 weeks of the 5 courses and conduct an "action learning" project that will consist of the following:

6.3 1. Situation Analysis for their chosen company or brand.

6.4 2. Marketing Mix Analysis for their chosen company or brand.

6.5 3. Cross Country Innovation Plan when expanding abroad.

6.6 4. Cross Industry Innovation Plan when sourcing ideas or expanding into another industry.

Reference Books:

1. Dae Ryun Chang, Professor of Marketing, Yonsei University
2. Sunmee Choi, Professor of Service Management, Yonsei University.