



The Hebrew University of Jerusalem

Syllabus

International Marketing - 55522

Last update 09-01-2024

HU Credits: 1

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Prof Kelly Hewett

Coordinator Email: khewett@utk.edu

Coordinator Office Hours: By appointment

Teaching Staff:

Prof Kelly Hewett

Course/Module description:

This course is design to: a) providing students with a panoramic overview of some of the most leading strategies and practices in international marketing, and b) lead them to, in a comparative manner, investigate the application of those strategies and practices to both the Israeli and Canadian reality.

Course/Module aims:

- 1.Develop skill and knowledge to understand, interpret, and analyze modern international marketing strategies and practices;*
- 2.Build a strong foundation for critical thinking in the area of international marketing;*
- 3.Investigate and report on leading international marketing issues, practices, and ideas.*
- 4.Analyze current international trends and developments, similarities and differences, and convergences and divergences among trade systems – as related to cultural, political, religious, social, economic, and global variables and influences.*
- 5.All of the above objectives will be accomplished by comparing the Israeli with the Canadian international marketing environment.*

Learning outcomes - On successful completion of this module, students should be able to:

- 1.Develop skill and knowledge to understand, interpret, and analyze modern international marketing strategies and practices;*
- 2.Build a strong foundation for critical thinking in the area of international marketing;*
- 3.Investigate and report on leading international marketing issues, practices, and ideas.*
- 4.Analyze current international trends and developments, similarities and differences, and convergences and divergences among trade systems – as related to cultural, political, religious, social, economic, and global variables and influences.*
- 5.All of the above objectives will be accomplished by comparing the Israeli with the Canadian international marketing environment.*

Attendance requirements(%):

100%

Teaching arrangement and method of instruction: Lecture and discussion.

Course/Module Content:

The course material will be covered mostly through discussions of the readings, student participation and input, students interactions with Canadian and Israeli executives, group presentations, mock debates, various exercises, case analyses and films. The readings represent past and present work in international marketing and related disciplines.

Required Reading:

These will be assigned and distributed as the course progresses.

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 100 %

Additional information: