



Course Syllabus  
**MKTR5303 International Marketing**  
Spring 2026

**Class:** MKTR5303

**Class Time:** Asynchronous

**Instructor:** Dr. Eduardo Russo

**Office:** 3420 Amy St. Room 110

**Phone:** 830 279 3032

**Credits:** 3

**Location:** Online Asynchronous

**E-mail:** eduardo.russo@sulross.edu

**Office Hours:** By appointment

**Required Materials**

**Textbook:** Cateora, P., Money, B., Gilly, M., & Graham, J. (2024). International Marketing (19th ed.). McGraw-Hill Education.

**Supporting Material:** (Provided through SR Blackboard)

Case 1: Russo, E., Figueira, A., & Rocha, G. (2025). Rebranding Rio: From Marvelous City to the Capital of Entrepreneurship and Innovation. *Revista de Administração Contemporânea*, 29, e240103.

Case 2: Dias, S., & Russo, E. (2024). The Internationalization Of The Brazilian Soap-Operas In The Streaming Era: The Globo Case. *Internext: Revista Eletrônica de Negócios Internacionais da ESPM*, 19(1).

Case 3: Mendes, G., & Russo, E. (2023). Rock In Rio: Challenges Of Corporate Social Responsibility After The Pandemic. *Revista Brasileira de Casos de Ensino em Administração*, c11-c11.

Case 4: Russo, E., Figueira, A., & Mataruna-dos Santos, L. (2023). The Hilton hotels in the midst of the UAE 2071 centennial plan: Redesigning the UAE on the path of innovation and international tourism. *Tourism and hospitality management*, 29(4), 627-638.

**Course Description:** This course introduces students to the key concepts and strategies in international marketing, emphasizing the importance of understanding global markets and consumer behavior. Students will explore the complexities of marketing across different cultures and regions, learning how to adapt marketing strategies to diverse environments. The curriculum is grounded in real-world applications and case studies, enabling students to analyze and solve

international marketing challenges. By engaging with the textbook, students will develop a comprehensive understanding of market entry strategies, global branding, and the impact of international trade on marketing practices. By the end of the course, students will possess the analytical skills and cultural awareness necessary to succeed in the dynamic field of international marketing.

**Course Learning Outcomes:** Upon successful completion of the course students will:

1. Analyze and develop international marketing strategies that address the complexities of global markets and diverse consumer behaviors.
2. Communicate international marketing concepts and strategies effectively through various formats, including written reports, presentations, and discussions.
3. Evaluate the ethical and social responsibility challenges in international marketing, understanding their implications on global business practices.

**MBA Learning Outcomes:** Upon successful completion of the MBA, students will:

1. The ability to collect, evaluate, and analyze data to make informed business decisions.
2. Demonstrate business leadership skills through the development of innovative solutions to complex problems that satisfy the needs of the multiple stakeholders of the organization.
3. The ability to design sustainable business models that ensure long-term competitive advantage in the ever-changing global economy.
4. The ability to recognize major digital trends impacting business and adapt their organization to leverage these trends into a competitive advantage.

**MBA Marketable Skills:** Upon successful completion of the MBA students will have the following marketable skills:

1. The ability to use software to analyze and report data.
2. The ability to work with others to solve problems.
3. The ability to communicate effectively.

4. The ability to use the latest digital technology.

**Academic Integrity:** Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

**Classroom Climate of Respect:** This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against other students.

**Counseling:** Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](https://www.timelycare.com/sulross). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and SRSU International students.

**Libraries:** The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu/](https://library.sulross.edu/). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or by phone (432-837-8123). No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](https://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu). Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

**Americans with Disabilities Act (ADA):** Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartz, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email [mary.schwartz@sulross.edu](mailto:mary.schwartz@sulross.edu). Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

**Official Communication:** All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

**Technical Support:** The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu). You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

**SRSU Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook

## Assignments

**Late Work:** Not Accepted

### Course Requirements and Grading

| Assignment         | Due Date | Weight | Grading Scale    |
|--------------------|----------|--------|------------------|
| Discussions        | Weekly   | 35%    | A = 90 to 100    |
| Assignment 1       | Week 2   | 15%    | B = 80 to 89     |
| Assignment 2       | Week 4   | 15%    | C = 70 to 79     |
| Assignment 3       | Week 6   | 15%    | D = 60 to 69     |
| Final Assignment 4 | Week 8   | 20%    | F = 59 and below |

### Course Assignments

**Weekly Discussions:** This course will include a series of weekly forums designed to assess students' understanding of international marketing as outlined in the weekly readings. At the end of each week, students will participate in a structured discussion forum, responding to a main prompt related to the week's content.

Each initial post should be between 300 and 400 words, applying course concepts to real-world scenarios. In addition, students must engage with at least two peer posts, offering constructive and thoughtful replies. These forums will serve to reinforce key concepts and ensure that students are actively engaging with the course materials through collaborative dialogue.

The cumulative weight of all forum participation will account for 35% of the final grade. Students are encouraged to review the assigned readings thoroughly in preparation for each forum discussion, as the prompts will directly relate to the content covered in the respective week.

The forums will not only assess knowledge but also promote critical thinking and the application of international marketing principles in various contexts, as well as develop essential communication and collaboration skills for the professional environment.

**Case Assignments:** For this assignment, you are required to analyze teaching cases pre-assigned by the professor and available on Blackboard. Each case comes with specific assignment questions, which you must answer concisely and insightfully. Your responses for all four cases should be compiled into a single PDF document, not exceeding two pages in total length. Name your file using your full name and student number. This format ensures clarity and facilitates identification.

Learning with cases immerses you in real-world scenarios that demand the application of theoretical knowledge to practical challenges. By engaging in these authentic situations, you

develop critical thinking, problem-solving skills, and the ability to connect theory with practice. This approach not only deepens your understanding of international marketing concepts but also prepares you for professional environments where analytical skills and informed decision-making are essential.

When approaching each case, read the narrative carefully to identify key issues, stakeholders involved, and relevant contextual factors. Apply concepts from the course materials as you formulate your answers to each question. Strive for clarity, logical organization of ideas, academic language appropriate for graduate-level work (Times New Roman font size 12), minimal grammatical errors, and adherence to submission guidelines regarding length.

Your work will be evaluated based on several criteria: completeness in addressing all parts of each question; depth of critical analysis demonstrated through thoughtful application of course concepts; clarity and organization in presenting your ideas; quality of language use with minimal grammar or spelling mistakes; timely submission by the specified deadline (late submissions will not be accepted). These criteria reflect both academic rigor and professional standards expected at this level.

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### **Discussion 1: The Scope and Challenge of International Marketing**

Discuss the main challenges companies face when entering international markets. How do cultural, economic, and political factors influence international marketing strategies? Provide examples of how a company might adapt its marketing mix to succeed globally.

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### **Discussion 2: Trade Policy Shifts and Geoeconomic Risks in 2026**

Examine how recent trade disruptions, protectionism, and geoeconomic confrontation impact international marketing strategies in 2026. How can firms adapt to risks like tariff shocks, supply chain bottlenecks, and declining multilateralism while leveraging tech-driven opportunities for resilience?

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### **Discussion 3: The Dynamic Environment of International Trade**

Analyze the role of multilateralism and international trade agreements in shaping global marketing opportunities. How can companies leverage trade policies and international cooperation to expand their global presence? Consider recent developments, such as the role of the United States in global trade forums.

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#### **Discussion 4: Navigating the International Legal Environment**

Discuss key legal challenges in international marketing, such as compliance with diverse regulations, intellectual property protection and anti-corruption laws. How can companies conduct legal audits and adapt strategies to mitigate risks in varying global jurisdictions?

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#### **Discussion 5: Cultural Dynamics in Assessing Global Markets**

Examine how cultural differences affect consumer behavior and marketing communication in international markets. What strategies should marketers use to effectively localize their campaigns while maintaining a consistent global brand image? Cite examples of successful or unsuccessful cultural adaptations.

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#### **Discussion 6: Optimizing International Marketing Channels**

Analyze the role of distribution channels in global markets, including direct vs. indirect strategies, logistics challenges, and e-commerce integration. How can firms select and manage international channels to overcome barriers like tariffs, cultural preferences, and supply chain disruptions for competitive advantage?

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#### **Discussion 7: Integrated Marketing Communications and Digital Trends**

Discuss how digital technologies and integrated marketing communications can enhance a company's competitive advantage in international markets. How can companies use digital tools to engage diverse global audiences and measure the effectiveness of their campaigns?

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**Case Assignment 1:** Russo, E., Figueira, A., & Rocha, G. (2025). Rebranding Rio: From Marvelous City to the Capital of Entrepreneurship and Innovation. *Revista de Administração Contemporânea*, 29, e240103.

#### Assignment Questions:

1. Analyze the strategic reasons behind Rio de Janeiro's decision to reposition its city brand to become the "Capital of Entrepreneurship and Innovation." How does this rebranding

align with the principles of international marketing, particularly in terms of targeting global audiences and attracting foreign investment?

2. Discuss the challenges that Invest.Rio faces in implementing this urban marketing repositioning. How can the city overcome cultural, economic, and political barriers to ensure the success of its new brand identity in the international market?
3. Evaluate the role of international events, such as the Web Summit Rio, in supporting Rio de Janeiro's rebranding efforts. How can these events be leveraged to enhance the city's global image and foster international partnerships?
4. Propose some strategies for Rio de Janeiro that address the key issues identified in the case. Include recommendations for communication, stakeholder engagement, and measurement of success in the context of global city branding.

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**Case Assignment 2:** Dias, S., & Russo, E. (2024). The Internationalization Of The Brazilian Soap-Operas In The Streaming Era: The Globo Case. *Internext: Revista Eletrônica de Negócios Internacionais da ESPM*, 19(1).

Assignment Questions:

1. What are the main international marketing challenges the Globo Group faces in expanding its soap operas and original content through streaming platforms like Globoplay? How can Globo adapt its marketing strategies to overcome cultural and competitive barriers in global markets?
  2. Considering the demographic profile and viewing habits described for Globoplay's audience, what international market segments should Globo prioritize to increase its global reach? How should the company tailor its content and marketing messages to attract these segments?
  3. How does the integration of traditional TV content with digital streaming platforms enhance Globo's competitive advantage in the international market? Discuss the role of technology and content localization in this strategy.
  4. Given the rise of piracy and illegal streaming platforms mentioned in the broader media context, what international marketing and legal strategies should Globo implement to protect its content and maximize revenue from global markets?
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**Case Assignment 3:** Mendes, G., & Russo, E. (2023). Rock In Rio: Challenges Of Corporate Social Responsibility After The Pandemic. *Revista Brasileira de Casos de Ensino em Administração*, c11-c11.

Assignment Questions:

1. What are the main international marketing challenges Rock in Rio faces in maintaining its reputation as a socially responsible event? How can the festival adapt its marketing strategies to address global concerns about sustainability and labor practices?
2. Analyze how Rock in Rio's commitment to sustainability and corporate social responsibility influences its appeal to international audiences and sponsors. What specific actions should the festival prioritize to strengthen its global brand image?
3. Discuss the role of digital communication and social media in shaping Rock in Rio's international marketing efforts. How can the festival leverage these platforms to promote its CSR initiatives and engage with a global audience?
4. Identify one key performance indicator that Rock in Rio should use to measure the success of its international marketing efforts in promoting corporate social responsibility. Explain why this metric is important and how it can guide future marketing decisions.

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**Final Case Assignment 4:** Russo, E., Figueira, A., & Mataruna-dos Santos, L. (2023). The Hilton hotels in the midst of the UAE 2071 centennial plan: Redesigning the UAE on the path of innovation and international tourism. *Tourism and hospitality management*, 29(4), 627-638.

Assignment Questions:

1. Analyze how Hilton can leverage its global brand to support national objectives such as smart cities, sustainability, and cultural exchange. What specific initiatives could Hilton implement to contribute to these goals while enhancing its own market position?
2. Discuss cultural, regulatory, or competitive barriers that may arise as Hilton seeks to balance local authenticity with global standards. How can market research inform these adaptations?
3. Propose concrete examples of technology-driven services or campaigns that could differentiate Hilton from competitors while supporting Dubai's image as a futuristic destination.

4. Identify relevant metrics (e.g., guest satisfaction scores among Emiratis vs. foreigners; growth in eco-certified bookings; social media engagement around innovation themes) and explain why they matter for both business results and alignment with national tourism objectives.

### Schedule for MKTR5303 – International Marketing

| Session | Date              | Topic   | Readings / Preparation                     |
|---------|-------------------|---|--|
| 1.1     | Jan 12-16<br>2026 | Course Presentation                                       | Course Syllabus                            |
| 1.2     |                   | The Scope and Challenge of International Marketing        | Textbook Chapter 1<br><b>Discussion 1</b>  |
| 2.1     | Jan 19-23<br>2026 | The Dynamic Environment of International Trade            | Textbook Chapter 2<br><b>Discussion 2</b>  |
| 2.2     |                   | <b>Case 1</b>   | <b>Case 1 Assignment Questions</b>         |
| 3.1     | Jan 26-30<br>2026 | Cultural Dynamics in Assessing Global Markets             | Textbook Chapter 4                         |
| 3.2     |                   | The Political Environment: A Critical Concern             | Textbook Chapter 6<br><b>Discussion 3</b>  |
| 4.1     | Feb 2-6<br>2026   | The International Legal Environment: Playing by the Rules | Textbook Chapter 7<br><b>Discussion 4</b>  |
| 4.2     |                   | <b>Case 2</b>   | <b>Case 2 Assignment Questions</b>         |
| 5.1     | Feb 9-13<br>2026  | Developing a Global Vision through Marketing Research     | Textbook Chapter 8                         |
| 5.2     |                   | Economic Development and the Americas                     | Textbook Chapter 9<br><b>Discussion 5</b>  |
| 6.1     | Feb 16-20<br>2026 | International Marketing Channels                          | Textbook Chapter 15<br><b>Discussion 6</b> |
| 6.2     |                   | <b>Case 3</b>   | <b>Case 3 Assignment Questions</b>         |
| 7.1     | Feb 23-27<br>2026 | Integrated Marketing Communications                       | Textbook Chapter 16                        |
| 7.2     |                   | Pricing for International Markets                         | Textbook Chapter 18<br><b>Discussion 7</b> |
| 8.1     | Mar 2-6<br>2026   | Inventive Negotiations with International Customers       | Textbook Chapter 19                        |
| 8.2     |                   | <b>Case 4</b>   | <b>Case 4 Assignment Questions</b>         |

**Note:** Dates are subject to change based on prior communications.

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