

# International Marketing (MKTG 4866)

## Spring 2008

Instructor: Minna Rollins

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Office hours: Mon & Wed 10:00 – 12:00 & 14:00 – 15.00

Online office hours: Tue & Thu 10.00 – 14.00

### Course texts

- 1) *International Marketing, 13<sup>th</sup> ed.*, by Cateora & Graham, McGraw Hill–Irwin, 2007
- 2) Articles from business magazines/journals (distributed at class and/or WebCT)

### Class time and location

Mondays and Wednesdays at 3:30 pm – 4:45 pm

Adams 117

### Pre-requisites

Principles of Marketing completed

### Course description and learning goals

This course focuses on various topics in international marketing such as market research in global setting and international marketing channels. Upon successfully completing this course, the student should:

- 1) Have a broad based knowledge of the economic, business and trade environment in different countries/areas of the world as well as how they are linked (LG 4, 5).
- 2) Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing (LG 1, 6).
- 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations (LG 4, 5, 6).
- 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans (LG 5, 6).

## Basic rules

- 1) Attend all the lectures and arrive to class *on time*. If you are coming late, you might be asked not to attend.
- 2) Read and be prepared to discuss all assigned readings before coming to the class (articles and book chapters).
- 3) Actively participate in classroom discussions with relevant comments and questions.
- 4) Turn in completed assignments on time. Severe point reductions, 20 points/day late, will be used for late submissions without valid excuse.
- 6) Show an overall level of respect, courtesy, and professionalism toward both classmates and instructor. There is no whining at the class about the cost of book, difficulty of the exams or assignments etc.
- 7) Minimize classroom disruptions. No talking on the phone, no coming late or leaving early.
- 8) If you have any questions about the class (lectures, cases etc) ask help before the DLs and exams.
- 9) Email policy: 1) I reply to your emails as soon as I can. However, I do not reply to emails that ask issues directly from the syllabus such as “when case 1 is due?”. 2) Write the name of this course on the title line and write your name in your email, when you email to me. 3) Check your email daily.
- 10) Check the WebCT home page periodically. I will post the changes in the syllabus on WebCT.
- 11) **Attendance is mandatory for first two classes.** If you are not able to attend these classes or you do no, you will be dropped from the class by instructor.
- 12) Not presenting the country report or case- > grade I (incomplete) or F from the course automatically.

## Course policies and requirements

### *Academic honesty*

I will not tolerate any form of academic dishonesty, and ignorance of academic honesty guidelines is not an excuse. Cheating on exams, unauthorized collaboration, falsification, and multiple submissions are not allowed.

### *Attendance and Participation*

Class lectures, discussions and case preparation are designed to enhance your understanding of relevant course material, and to maximize the quality of your learning experience.

### *The nature of exams*

We will have two exams in this course. Both exams will have true/false questions and/or multiple choice questions (app. 35 – 50 questions), and the short answer questions (2 questions, approximately ½ page/answer). Exams will cover material from the book, lectures, cases conducted, and in-class discussions. Exam review will be given a week before an exam at the class.

### *Make-up exams*

Exams will be conducted on the dates indicated in the course schedule. No make-up exams will be provided unless arranged well in advance of the exam date. A valid reason (supplemented with paperwork) is required for taking a make-up exam. A make-up exam will have different set of questions than an original exam.

### *Case presentations/reports and country reports*

I will provide the guidelines for the case reports at the class, and they will also be posted to WebCT. Case report (1) and presentations (2) will be conducted in the groups of 2. Each group prepares 10–15 min presentation of two cases, and writes one case report. For instance Group 1, presents cases 1 and 2, and writes the report (app. 3–4 pages) of case 1.

Country presentations are conducted in the groups of 3. Everybody is expected to contribute equally. Everybody's contribution at the group will be collected. Therefore, the final grades for the country reports can be different within a group. Country presentation should be 15–20 min, and the class is contributing to grading.

### *Web Vista/CT*

Lecture presentations and other relevant course materials will be distributed via the course web site on Web Vista, when possible. It is your responsibility to download and print any documents that will be used in the class. Make sure that you periodically check announcements and changes in the course, and check your email often.

## **Grading**

Your course grade will be based on the following components:

Exam 1	20 %
Exam 2	20 %
Case report (1) and presentation (2)	30 %
Class participation & contribution	15 %
<u>Country report presentation (groups)</u>	<u>15 %</u>
<i>Total</i>	<i>100 %</i>

All the assignments and exams are graded with 0 - 100 p scale. You only receive the points from the exams and cases you have completed. For instance, if you only submit one of the cases, your max case score is 10 p, if you only take one of the exams, your max exam score is 35 p. Any of the assignments is not going to be exempted during this course.

## Tentative class schedule

Date	Topic	Chapter	Due/Activities
1/9	The course introduction		<b>Mandatory class</b>
1/14	The scope and challenge of International Marketing	1	<b>Mandatory class</b>
1/16	The dynamic environment of international trade	2	
1/21	Martin Luther King Holiday, no classes		
1/23	History and culture + world maps and Cultural dynamics in assessing global markets	3 & 4	Country report guidelines
1/28	Culture, management style and business systems	5	
1/30	The political environment	6	
2/4	The international legal environment	7	Feedback to the instructor
2/6	<b>Country report presentations</b>		<b>All country reports due</b>
2/11	<b>County report presentations</b>		
2/13	<b>County report presentations</b>		
2/18	Emerging markets	9	
2/20	Emerging markets and Multinational market regions and market groups continues	10	
2/25	International market research In class case: Mayo Clinic	8	
2/27	Exam preps.		
3/3	<b>Exam 1 (chapters 1–10)</b> <i>Last day to withdraw with grade of W</i>		
3/5	Case preparation, no classes		
3/10	<b>Case 1 presentations</b>		Exam feedback, case reports due
3/12	<b>Case 1 presentations</b>		
3/17 – 3/19	Spring break, no classes		
3/24	International b2b markets	13	
3/26	International marketing channels	14	
4/2	Honors Convocation, no classes		
4/7	<b>Case 2 presentations</b>		
4/9	<b>Case 2 presentations</b>		
4/14	Exporting and logistics	15	
4/16	IMC and advertising	16	
4/21	Personal Selling and sales management	17	
4/23	Negotiating with international customers	19	
4/28	<b>Case 3 presentations</b>		
4/30	<b>Case 3 presentations</b>		Feedback to instructor
5/2 – 5/8	<b>Final exam (chapters 13, 14, 15, 16, 17, 19)</b>		