Instructor: Dr. Jack Wei
Class Hours: This class is 100% online.
E-mail: D2L email Preferred (email at jwei@westga.edu only if D2L email does not function)
Online Office Hours: Monday-Friday: 9:00 a.m.-11:00 a.m. and 8:00 p.m.-10:00 p.m.

TEXT


PREREQUISITES

MKT 3803 is the only prerequisite for this course. You must have successfully completed the prerequisite or have written approval of the Department Chairman. The instructor can drop a student from the course at any time during the quarter if the student does not meet the prerequisites.

COURSE DESCRIPTION

The purpose of this course is to reflect both theory and application of International Marketing. It will offer research insights from around the globe and show how corporate practices are adjusting to the marketplace realities. This course will examine global perspectives. It will discuss the interaction between government and business, integrate e-commerce, technology, and sustainability and discuss their impact. It will also include social dimensions, environmental, ethical, and economic aspects of International Marketing. International Marketing is not just about textbook learning: it challenges students to use their critical/creative skills in all aspects of International Marketing, not just those covered in this course.

COURSE OBJECTIVES

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*).

5) Demonstrate a basic knowledge of international business and trade concepts.

(* Learning Goals)

CLASS ACTIVITIES, ASSIGNMENTS AND PROJECTS

This class is built around the topical framework in the textbook. This course incorporates:

- **Exams:** there are three tests and one final exam. Exams are non-cumulative and each consists of multiple choice items. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. Students must contact the professor before the exam in order to be considered for any rescheduling.

- **Term Project:** the project is a group assignment, which requires each group to conduct a research on a particular foreign country and to develop international marketing strategies for U.S. corporations in general. Each group turns in a detailed written paper by the end of the semester. The term project is outlined in the course project included at the end of this syllabus.

- **Late Assignments:** the instructor reserves the right to reduce the student’s grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and the term project paper.

SCHOLASTIC DISHONESTY STATEMENT

Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing for the term project. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, projects, either individual or group; classroom presentations, and homework. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university’s policy on plagiarism (see general catalog for details). This course may use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

GUIDELINES FOR THE COURSE

Read the textbook material before taking exams. Please ask questions about things that you do not understand. If you have no questions, it will be assumed that you understand everything in the textbook perfectly. If you have to miss the exams, or an assignment deadline due to a serious medical problem, then you MUST email the professor prior to the exam or due date to reschedule. A doctor's certificate will be required.
Information relevant to the class will be available on D2L. This includes: this syllabus and any changes in it, instructions for the project, all grades and other forms of feedback. Be sure to check D2L at least once a day for any new material, changes, or announcements.

**Group Issues**
Each member of a team will receive the same grade on the term project. In order to discourage “free riders,” if one or more members of a team are dissatisfied with the contribution of a particular member, they may petition for a reduction in the grade awarded to that member. Before they do so, however, team members should notify the delinquent member of his or her poor contribution, and give the member the opportunity to “shape up.” If there are ever group problems that are significantly impacting the ability of the group to work productively, please let me know as soon as possible. While the Team Peer Evaluation forms can aid in bringing some fairness to the process in that those students who did more of the work get more of the credit (i.e. a better grade), ideally group issues should be addressed before it gets to that point. The Team Member Peer Evaluation form is due at midnight on July 21. Please send the form to the dropbox. Please note that if you do not submit a Peer Evaluation form, you will receive a zero on your own Peer Evaluation, regardless of the scores submitted by your teammates.

**Student Rights & Responsibilities**
Please carefully review the information at the following link:
The document at this link contains important information pertaining to your rights and responsibilities in this class.

**Credit Hour Policy (3 credit hours)**
For approximately three weeks, students in this class will generally spend 15 hours with course materials (online) and work about 15 hours outside of the classroom each week. This out-of-class work may include, but is not limited to readings, assignments, projects, group work, research, and test preparation.

**GRADING CRITERIA**

**Your grade will be evaluated on the following:**
Test 1: 15 points
Test 2: 15 points
Test 3: 15 points
Final exam: 15 points
Term project: 40 points
Total: 100 points

**Grading scale:**
A= 90-100 points;
B= 80-89.99 points;
C= 70-79.99 points;
D= 60-69.99 points;
F= below 60.
### Tentative Schedule (may be modified as circumstances warrant)

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<thead>
<tr>
<th>Module</th>
<th>Date</th>
<th>Topic or Activity</th>
<th>Due</th>
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| 1      | 6/27-7/3 | Course introduction  
Chapter 1: Scope and challenge  
Chapter 2: The dynamic environment  
Chapter 3: History and geography  
Chapter 4: Cultural dynamics  
Chapter 5: Culture, management style, and business systems  
Test 1 (chapters 1-5) | Group formation.  
Country selection.  
Post your group information on Discussions with the country you have selected before midnight of July 1. |
| 2      | 7/5-11 | Chapter 6: The political environment  
Chapter 7: The international legal environment  
Chapter 8: Marketing research  
Chapter 9: The Americas  
Chapter 10: Europe, Africa, and Middle East  
Test 2 (chapters 6-10) | Cultural analysis section of the foreign country is due at midnight of July 7.  
Please post your paper on Discussions. |
| 3      | 7/12-18 | Chapter 11: Asia Pacific region  
Chapter 12: Global marketing management  
Chapter 13: Product/services for consumers  
Chapter 14: Product/services for business  
Chapter 15: International marketing channels  
Test 3 (chapters 11-15) | Economical analysis section of the foreign country is due at midnight of July 14.  
Please post your paper on Discussions. |
| 4      | 7/19-22 | Chapter 16: IMCs & International advertising  
Chapter 17: Personal selling & sales management  
Chapter 18: Pricing  
Chapter 19: Negotiating | Marketing strategy section of your project is due at midnight of July 19.  
Please post your paper on Discussions. |
| 5      | (7.20-23) | Final Exam  
Final Exam (chapters 16-19, open from 8 pm of July 20 to midnight of July 23) | Final Copy of Term Project due at 11:30 pm on July 22. |
GUIDELINES FOR TERM PROJECT

Overview
You will be working on a group research project. Each group should have two to five people. No individuals will be allowed to do the project on their own. No group should have more than five people. Your roles are that of marketing consultants who work for an organization requiring a sound international marketing plan to help make international marketing decisions. You will prepare an international marketing plan based on what you have learned from the course.

Objectives
This project is designed to provide a major "hands-on" experience. It will enable you to apply the concepts covered in the text and in class and to integrate the inter-related series of steps in the IM process. Specifically, the purposes of this assignment are for you to:

- Learn how to practically apply marketing theory and practice to an international setting;
- Work through the international marketing decision making process, becoming familiar with the decisions that need to be made at each stage of going international;
- Become more familiar with course material by discussing it with others; and
- Develop your written communications skills and ability to think and write critically and creatively. Also, it can give you something worthwhile to put on your resume and discuss in job interviews—you served as an international marketing consultant.

Identification of Foreign Country
Each group will select a foreign country from the following list. The list includes 15 countries from five continents and each country can only be chosen once:
Africa: South Africa, Kenya.
Asia: Japan, Korea, Saudi Arabia, Israel.
Europe: Germany, Greece, Iceland, UK, Sweden, Norway.
Latin America: Argentina, Brazil, Chile.

You will find information about the country by yourselves. The final version of the term project paper is due at midnight of July 21. The project should strictly follow the following format.

Components of the Term Project

- Cover Page (2 points)
- Executive Summary (3 points)
- Cultural Analysis (10 points).
- Economic Analysis (10 points).
- Marketing Strategy & Implementation (12 points)
- Paper format, neatness, grammar, punctuation etc. will be worth 3 points. The total points for the project is 40.
Guidelines for Term Project Paper

Note that all of the following components need to be dealt with; however, the reality of time and data constraints will mean that each person must find a balance between coverage and detail. These decisions will depend in part on the country you are analyzing and how relevant each of these issues is to your analysis. The following topics should be covered in your paper:

Section 1: Cultural Analysis (4-6 pages)
I. Introduction
Include some marketing objectives of this project (goals you will achieve).
II. Brief discussion of the country’s relevant history
Must include the major events in the history but just mention them without details.
III. Geographical setting
   A. Location
   B. Climate
IV. Social institutions
   A. Family
      1. The nuclear family
      2. The extended family
      3. Female/male roles
   B. Education
      1. The role of education in society
      2. Literacy rates
   C. Political system
      1. Political structure
      2. Political parties
      3. Stability of government
      4. Special taxes
   D. Legal system
      1. Organization of the judiciary system
      2. Code, common, socialist, or Islamic-law country?
      3. Participation in patents, trademarks, and other conventions
   E. Social organizations
      1. Race, ethnicity, and subcultures
   F. Business customs and practices
V. Religion and aesthetics
   A. Religion and other belief systems
      1. Relationship with the people
      2. Which religions are prominent?
   V. Language
   A. Official language(s)
   B. Dialects
VIII. Hofstede’s 5 dimensions of culture of the country. See the website:
Section 2: Economic Analysis (4-6 pages)
I. Introduction
Include some information of this country’s most recent development in economics, international trade and influence. It would be helpful to mention its position and influence in the world economy and trade.

II. Population
A. Total
1. Growth rates
2. Birthrates
B. Distribution of population
1. Age
2. Sex
3. Geographic areas (urban, suburban, and rural density and concentration)
4. Ethnic groups

III. Economic statistics and activity
A. Gross national product (GNP or GDP)
1. Total
2. Rate of growth (real GNP or GDP)
B. Personal income per capita
C. Average family income
D. Distribution of wealth
E. Minerals and resources
F. Surface transportation
1. Modes
2. Availability
3. Usage rates
4. Ports
G. Communication systems
1. Types
2. Availability
3. Usage rates
H. Principal industries
1. What proportion of the GNP does each industry contribute?
2. Ratio of private to publicly owned industries
I. International trade statistics
1. Major exports
2. Major imports

Section 3: Market Entry and Marketing Strategies (5-7 pages)
This section is the most important section of your project and MUST include all the following five sections:
I. Market entry strategies:
First, you will discuss differences of different entry strategies and recommend one or two to the U.S. companies for doing business in the country. The popular entry strategies include exporting, licensing, joint venture, contract manufacture, ownership and participation in export processing zones or free trade zones. Then, you will discuss both advantages and disadvantages of the selected entry strategies.
II. Product strategy:
First, you will discuss whether US companies should use the standardization or adaptation strategies, why, and how.
Then, you will recommend specific product positioning strategies for US companies in the local market, you should explain why and how.

III. Price strategy:
First, you will make recommendations on pricing policies that should be followed by US companies based on the economic level of the country. For instance, if your country is underdeveloped with low GNP, you may not want to recommend high pricing policies because of relatively low purchasing power of local consumers.

IV. Place or distribution strategy:
You will discuss whether local channels to be used or new channels to be built from scratch. For your recommendations, you must justify them according to the cultural characteristics of that country. For instance, a collectivistic country emphasizes long-term relationships, so it will be more effective for the US companies to use the local channels in countries with a collectivistic culture.

V. Promotion strategy:
First, you will first discuss the advantages and disadvantages of different promotional forms (sales promotion, advertising, direct marketing, personal selling, and public relations) in that country. Then, you will make your recommendations for U.S. firms. For instance, when you talk about advertising in that country, you should explain which medium (e.g., radio, TV) is better, and which medium may not work in that country. You should mention the Internet too. As for ad message, you will explain whether collectivistic or individualistic forms of messages should be adopted etc.

1. Notes:
- Base your marketing strategies on your cultural and economic analyses.
- Your paper will have some levels of subheadings. **I suggest you use the outline I have provided above as a start and insert the required information to the text.** Each part should be appropriately divided into paragraphs (it is not acceptable to put everything in one lengthy paragraph).
- Put the conclusion at the very end of your paper. Just write one paragraph to summarize your paper.
- The entire paper will be approximately 15 pages in length including executive summary, charts, exhibits, etc. It should be single-spaced, 12 Time New Roman font with 1 inch right and left margins and 1 inch top and bottom margins.
- Some parts of the paper should simply restate the facts on the selected country, but some parts, especially market entry and marketing strategies section should take our understanding of international marketing to a higher level. This
requires application of the various concepts and models to the international situation.

- Data from an Internet source should be cited and should be a reliable, recognizable source of data. For example, using government census data would be considered reliable.

- The written section will be evaluated as a professional marketing plan. This means that the marketing plan is representative of one that you would expect to read if you were current CEO in the company.

- When you submit with the paper, please make sure that:
  A. Cover of your paper will have the following items:
     - Topic of your paper: Marketing Strategies for the US Business in (country name)
     - Name of the group members
     - Course: For MKTG4866
     - Time: Summer 2018
  B. Appendixes: any information you think important and necessary to include. They can be a group of pictures, or a logo, or a map of the country.
  C. Please remember to have Page Number. A paper without page number will lose three (3) points from the final course grade.
  D. Please remember to include references at the end of the paper. You will lose 3 points if your final paper does not have references.