

International Marketing
BU 466 A, GA
Course Syllabus
Fall 2002

Instructor:	Michael Stoica		
	Office:	Henderson 310 E	
	Phone:	(785) 231-1010 x 1592	
	E-mail:	zzstoica@washburn.edu	
Meeting Time:	HC 207	TR	8:00 – 9:15 AM
Office Hours:	TR 9:15 – 10:15 AM		
Required Materials:	Cateora, Philip and John Graham, International Marketing, 2001, Eleventh Edition, McGraw-Hill Publishing Company		
Optional Materials:	The Wall Street Journal		
Prerequisites:	BU 360		

Course Description:

Analysis of marketing management problems, techniques, and strategies in international marketing; emphasizing changes in competition and market structure abroad.

Course Objectives:

Learning objectives for international marketing:

- Research country risk in global, international and national markets.
- Prepare a country report.
- Understand social responsibility in the host country. Identify ethical issues in marketing overseas.
- Outline the impact of global brands on how firms build up market share and leverage their competitive advantage within selected world-class industries.
- Explain marketing management decisions in a global, yet local economy.
- Prepare a marketing plan for an American company conducting business overseas
- Prepare for the emerging global economy.

Topic Outline: (see course calendar)

Disclaimer: (see course calendar)

Attendance:

Class attendance is mandatory. Class participation is graded (30 percent of the final grade)

Homework:

Project 1: Country Report

Project 2: International Marketing Plan

General guidelines for reports:

Written presentation:

- ⇒ Page 1: Outline
- ⇒ Page 2: One page executive summary. Summarize paper. List recommendations.
- ⇒ Body of report: Introduction. Key findings. Recommendations. Conclusions.
- ⇒ Endnotes. Short bibliography.
- ⇒ Extra pages: Appendices (tables, charts, graphs).

Notes: A. Individual reports are preferred for country risk analysis.

B. Two-person reports are preferred for the international marketing plan. Individual reports and three or more-person reports are not recommended. At the end of the course, each student completes a confidential peer review of his or her team member. The peer review is included in the calculation of the final grade.

C. If your team member is not pulling his or her weight, do not wait until the end of the course to let me know.

Additional suggestions:

- ⇒ Submit single-spaced page for page 1 (Executive Summary).
- ⇒ Submit double-spaced pages for body of report (Times New Roman 12, 1 inch margins).
- ⇒ Examine data and information through search engines available.
- ⇒ Use quotation marks and cite sources in endnotes. *Do not copy sources without citation.*
- ⇒ Provide a list of references at the end of your report.
- ⇒ Paginate report.
- ⇒ Divide report into sections and sub-sections.
- ⇒ Use the computer center to examine the data and information available in Washburn and other academic libraries.
- ⇒ The American Marketing Association is located in Chicago. Its library of professional materials is very good. If you are a corporate member or student member of the AMA, you will be able to use the library without charge. Go to <http://www.ama.org>

Note: Many city and suburban public libraries do not have full and complete access to the materials that are catalogued by academic libraries. Do not depend on the former for last minute work on your term papers.

Guidelines for first report on country risk analysis:

During the first class meeting, assignments of countries will be given out by lottery.

- ⇒ Write a short paragraph on the applicable free trade agreements, customs unions or common markets that pertain to the country. Pay particular attention to the forces for and against globalization.
 - ⇒ Write a short paragraph on the WTO/GATT obligations undertaken by the country.
 - ⇒ Write a chapter on the political risk of the country and how it affects the trade and investment opportunities of the country. Pay particular attention to democratic initiatives.
 - ⇒ Write a chapter on the economic risk of the country and how it affects the trade and investment opportunities of the country. What are the macro economic risks?
 - ⇒ Write a chapter on the cultural risk of the country and how it affects the trade and investment opportunities of the country. What is your mental image of the country? Do its products have a good or bad country-of-origin reputation? Any corruption issues?
 - ⇒ Write a chapter on the business risk of the country and how it affects the trade and investment opportunities of the country. What are the micro economic risks?
 - ⇒ Explain the impact of globalization and its impact on changes in national lifestyles, societal values and economic prosperity.
 - ⇒ Conclude with a statement about the industry, type of company, product(s) or service(s) you will use for your second report. Integrate all your topics into a coherent report. Make it attractive. Make it interesting.
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Guidelines for the second report (international marketing plan):

Elaborate a marketing plan for an American company that wants to enter the market of the country you analyzed in your first report (choose an industry and a company). Items to include in your report:

- ⇒ Summarize the data from your first report that are essential for your second report.
- ⇒ Discuss the type of business, the competitive advantage of the American company (elaborate on the strengths and weaknesses of an American company doing business overseas), the opportunities and threats offered by the new market, the ethical issues that you need to deal with.
- ⇒ Elaborate on segmentation, target segments and product positioning. Discuss consumer behavior in the target market
- ⇒ Write a chapter on product decisions. Stress marketing management decisions. Stress ethical issues related to product development/adoption in the foreign market.
- ⇒ Write a chapter on price decisions. Stress marketing management decisions. Any ethical issues related to pricing strategy? Address them.
- ⇒ Write a chapter on promotion decisions. Stress marketing management decisions. Stress ethical issues related to product promotion in the foreign market.
- ⇒ Write a chapter on place decisions. Stress marketing management decisions.
- ⇒ Write a chapter on sales and merchandising efforts. Stress marketing management decisions.
- ⇒ Stress implementation (or the roll out) of the marketing plan and the ethical issues related to the implementation. Don't forget financing. Forecasts first-, third-, and five-year results--for example, capital costs, sales, market share, operating profits, taxable profits, cash flow, free cash, etc.
- ⇒ Make a go or no go decision (if go - how to go).
- ⇒ Write an executive summary for your report

Integrate all your topics into a coherent report. Keep in mind that in the US (and overseas) today's e-commerce channels of distribution are an information business. Therefore, pose the problem of the international supply chain in terms of the demand chain. That is don't pose the problem in terms of transport costs. Pose the problem in terms of the customer's needs and work backwards.

Class Participation:

Be prepared to answer the questions in the assignments during class. Ask questions via e-mail or in class. Prepare with care the in-class presentations and term paper assignments. Do well on the examination. Stop by the office during office hours for a progress report.

Literate questions during class count as a plus. The lack of class participation counts as a minus. Therefore, try not to miss class. Let me know via e-mail when you will be absent. One absence raises no questions; more absences raise questions. Peer rating (for group papers) counts as one third of the presentation grade.

Note: After the first examination and the first paper, students with less than an 80 average must make an appointment to discuss ways in which to improve performance.

Examinations: A mid-term exam and two projects. The international marketing plan counts as final exam

Grading:

Examination (mid-term)	20%
<i>Project 1:</i> Country risk analysis (including political, economic, cultural and business risks) of one country	20%
<i>Project 2:</i> International marketing plan	30%
Class presentations and class participation	30%

Make-up Policy: Deadlines are mandatory. No make-up presentation is possible. (see course calendar)

Students With Disabilities:

Students with disabilities may identify themselves voluntarily to the Services for Students with Disabilities Office [SSWDO] to request accommodations. The office is responsible for assisting in arranging accommodations and for identifying resources on campus. New requests for accommodations should be submitted two months or more prior to the date services should begin; however, check with SSWDO as soon as a need arises.

Location: Morgan Hall, Room 150
Phone: 785-231-1010, x 1629
TDD: 785-231-1063

Academic Misconduct:

All students are expected to behave ethically in class. In this regard, you should be aware of the definition of academic misconduct at Washburn University:

Academic misconduct by a student shall include, but not be limited to, disruption of classes, giving or receiving unauthorized aid on examinations or in the preparation of notebooks, themes, reports or other assignments, or knowingly misrepresenting the source of academic work.

For a complete copy of the Academic Impropriety Policy, contact the office of the Vice President for Academic Affairs, Morgan 270.

Advising Services:

As a Washburn student, you may experience difficulty with issues such as studying, personal problems, time management, or choice of major, classes, or employment. The Center for Learning and Student Success or CLASS (counseling, testing, learning assistance, career services, academic advising) is available to help students. If you need someone with whom to discuss an issue confidentially and free of charge, contact:

CLASS in Morgan 122, 231-1010, ext. 1299

zzdpclas@washburn.edu

www.washburn.edu/services/class

Course Calendar

Week	Date	Topic	Assignment		Comments
			Oral	Written	
1	August 15	Introduction. Choose countries (lottery) Global marketing	Chapter 1		Look for information on international business. Stay current. Subscribe to the Wall Street Journal.
2	August 20	Country Report International Marketing Plan	The Country Notebook Guide for Developing a Marketing Plan (p. 603)		Bring to class international marketing issues and share them with your colleagues at the beginning of each class meeting
2	August 22	Globalization. The Global Economic Environment History and Economic Development	Chapter 1, Chapter 2		
3	August 27	The Global Marketing. Cultural Environment European and Latin American Countries	Chapters 3, 4, 5		
3	August 29	The Global Marketing Political and Legal Environment. Asian and African Nations	Chapters 3, 4, 5, 6, 7		
4	September 3	The Global Marketing Overall Business Environment. Case 1-1: AOL (p.614)	Chapters 3, 4, 5, 6, 7		
4	September 5	The Global Marketing Environment. Ethics and Social Responsibility	Chapters 3, 4, 5, 6, 7		
5	September 10	Researching international markets. Identifying opportunities. Competitive advantage Case: Levi Strauss (p. 634)	Chapters 8, 9, 10	Progress Reports	
5	September 12	Marketing Planning and Organization	Chapter 11		

Course Calendar
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Week	Date	Topic	Assignment		Comments
			Oral	Written	
6	September 17	Segmentation of international markets and positioning global brands	Chapters 11		
6	September 19	Segmentation of international markets and positioning global brands. Entry strategies. Case: 4-1 (p.644)	Chapter 11	Case Report	
7	September 24	Country Presentations: political, economic, cultural, and business risk	Short presentation	Handout	Formal presentation (5-6 min.) so that classmates can ask questions
7	September 26	Country Presentations: political, economic, cultural, and business risk	Short presentation	Handout	Formal presentation (5-6 min.) so that classmates can ask questions
8	October 1	Country Presentations			
8	October 3	Country Presentations			
9	October 8	Country Presentations			
9	October 10	Country Presentations			
10	October 15	Country Presentations		Country Report due	
10	October 17	Fall Break			
11	October 22	Product and Brand Design. Pricing Decisions Case: 4-3 (p. 648)	Chapters 12, 13, 18		
11	October 24	Communication. Promotion and Price Signaling	Chapter 16		
12	October 29	Exam			
12	October 31	Placement Strategies Case: 4-7	Chapter 14		
13	November 5	Ethics in International Marketing Case	Part Four Chapters 11-18		

Course Calendar
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Week	Date	Topic	Assignment		Comments
			Oral	Written	
13	November 7	Managing the Global Marketing Effort Case:	Part Four Chapters 11-18		
14	November 12	Final report (marketing plan) requirements debate			
14	November 14	Marketing Plan Presentation	Team presentation (20-25 min.)	Handout	45 min. class discussion per report
15	November 19	Marketing Plan Presentation			
15	November 21	Marketing Plan Presentation			
16	November 26	Marketing Plan Presentation			
16	November 28	Thanksgiving Holiday			
17	December 3	Marketing Plan Presentation			
17	December 5	Marketing Plan Presentation			
There is no Final Exam					

Countries eligible for the Country Report:

Africa:

Algeria, Morocco, Tunisia, Zimbabwe

Asia:

Bangladesh, China, Indonesia, South Korea, Singapore

Europe:

Denmark, France, Greece, Hungary, Italy, Slovakia, Switzerland

Latin America:

Argentina, Colombia, Peru, Venezuela