

BUS 325E INTERNATIONAL MARKETING

Ivonne Cadavid

Oficina: Edificio 25, ground floor

Email: ipatcad@acu.upo.es

Office Hours: Tuesdays 9-10 or by appointment only

Course Information:

Spring 2019

Tuesday and Thursday

Section b: 10:30-11:50

Section c: 1:30-2:50

Course Description

This course is an introduction to international marketing. Topics include analytical techniques used in international market research, determining prices and distribution channels in an international context, marketing across linguistic and cultural borders.

Course Goals and Methodology

The main purpose of this course is to equip students with basic knowledge of international marketing. The first part of the course will give you a general overview of marketing and identify the key differences between domestic and international marketing. Then, we will discuss the external marketing environment considering an international realm. After evaluating the external international environment, we will identify cross-cultural consumer behaviors that affect consumer behavior. Then, we will learn how to apply the marketing techniques to identify market segments and select target markets. Finally, we will apply the international marketing mix: product, pricing, promotion and distribution management to properly market a good/service in a foreign market.

Learning Objectives

The main objectives of the course are to enable you to understand in some depth:

1. The complexity of global marketing environment in which multinational enterprises operate.
2. The theoretical framework of international marketing.
3. The international dimensions of marketing.
4. The importance of international marketing.

The means to attain these objectives include a thorough study of class notes, slides, case analysis, and in-class small group discussions.

Basic Course Bibliography

Cateora, P.R., Gilly, M.C., J.L. and Graham, J.L. (2016) *International Marketing*, 17th Edition.

Usunier, J.C. and Lee, J.A. (2013). *Marketing Across Cultures*. 6th edition. Prentice-Hall England.

References for basics on Domestic Marketing

Kotler, P. *Marketing Management*. 10th Ed. Prentice Hall.

Kotler, Philip and Gary Armstrong. *Principles of Marketing*. 13rd edition. Pearson Prentice Hall; New Jersey.

Complementary Bibliography

Czinkota, M.R. and Ronkainen, I.A. (2013). 10th edition. Thomson South-Western, USA.

Jeffrey Edmund Curry. A short course in international marketing: approaching and penetrating the global marketplace. (2009).

Stone, M.A., and McCall, J.B. (2004). International Strategy Marketing: A European perspective. Routledge, Taylor and Francis Group: London and New York.

Ruey-Jer "Bryan" Jean, Jhy-Shen Chiou, Shaoming Zou. *International marketing in rapidly changing environments*. Bingley: Emerald Group Publishing Limited, 2013.

Scott, Swan K., Shaoming Zou. *Advances in international marketing*. Volume 23, *Interdisciplinary approaches to proud design, innovation, & branding in international marketing*. 2012

General Course Policies

Please keep your cell phones on silent at all times. No texting, messaging, email or social media use during class. Strictly no food to be consumed in class.

Course Requirements and Grading

Your final grade will be calculated as follows:

- 20% Midterm exam
- 25% Final exam
- 25% Final project
- 15% Quizzes
- 15% Class participation, articles and activities*

Midterm and Final Exam dates will not be changed under any circumstances.

Note: All assignments, quizzes and exams will be announced in class. You are responsible for assignment deadlines.

The final project involves students forming groups of 3 that will have to develop a complete international marketing plan for a product or service being introduced in a foreign country. Groups will be required to prepare an in-class presentation (30 mins.); as well as, an in-depth final paper (30 pages).

Final Project Presentation Grading Break-down:

50% CONTENT: Does the project offer accurate, quality information? How original or complex is the idea being presented? Has adequate research been presented to support the thesis?

30% ORGANIZATION: Is the information presented in a clear and logical manner? Does the presenter make appropriate use of graphics, pictures, videos, and/or other supplementary materials?

20% PRESENTATION DELIVERY: Does the presenter strive to engage the audience and maintain their attention? Does the presenter appear professional and confident? Does the presenter avoid using slang or jargon? Does the presenter use a clear appropriate tone of voice?

In-class participation: The participation grade, I evaluate your active and valid input during in-class discussion, activities, and working with your peers. I expect you to be respectful of your classmates' opinion and offer your educated opinion. Below is a detailed rubric of how I will evaluate your participation:

CRITERIA	25	20	15	10
Level Engagement In-class	Student proactively contributes to class by offering ideas and/or asks questions more than once per class and/or works consistently on group project the entire time.	Student proactively contributes to class by offering ideas and/or asks questions once per class and/or works on group project for most of the allotted time.	Student rarely contributes to class by offering ideas and asking questions and/or works on group project only some of the allotted time.	Student never contributes to class by offering ideas and asking questions and/or has trouble staying on task during group project time.
Listening Skills	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Students listens when others talk, both in groups and in class.	Student does not listen when other talk, both in groups and in class.	Student does not listen and ignores when others talk, both in groups and in class.
Behavior	Student almost never displays disruptive behavior during class.	Student rarely displays disruptive behavior during class.	Student occasionally displays disruptive behavior during class.	Student almost always displays disruptive behavior during class
Preparation	Student is almost always prepared for class with assignments and required class materials.	Student is usually prepared for class with assignments and required class materials.	Student is rarely prepared for class with assignment and required class materials.	Student is almost never prepared for class with assignments and required materials.

***PLEASE NOTE* Inappropriate internet (checking email, Facebook, booking, Instagram, etc.) during class will negatively affect your participation grade.**

Punctuality

Punctuality is required. Due to the interactive nature of this class, arriving late is disruptive and rude both to the professor and your classmates. Frequent tardiness will negatively affect your participation grade.

Attendance

Attendance is mandatory. As we understand that you might fall ill or be unable to come to class (e.g. due to a religious holiday, a flight delay, a family wedding/ reunion, a graduation, a job interview, etc.) at some point during the semester, you are allowed up to **4 absences**. You will be responsible for the material covered and any work missed. You will not need to justify your absences (up to 4) in any way unless you miss an exam, a presentation, a quiz, etc. In this case, you must present a doctor's note (signed, stamped and dated) to be able to reschedule the exam, etc. It will still count as an absence but you will be allowed to retake the exam, etc. We don't encourage you to use all 4 days unless you really need them as your participation grade may suffer if you are not in class. If used unwisely and you get sick late in the semester, the following penalties will apply:

On your 5th absence, 1 point will be taken off of your final grade (Spanish grade of 1-10)

On your 6th absence, 3 points will be taken off of your final Spanish grade

On your 7th absence, 5 points will be taken off of your final Spanish grade

Academic Honesty

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. Avoid plagiarism by citing sources properly, using footnotes, endnotes and a bibliography, and not cutting and pasting information from various websites when writing assignments.

Learning Accomodations

If require special accommodations, you must stop by the International Center by February 21st to speak to Ruben (the Faculty coordinator) to either turn in your documentation or confirm that our office has received it. Ruben will explain the options available to you.

Behavior Policy

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor has a right to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.

COURSE OUTLINE

Unit 1: UNDERSTANDING MARKETING AND INTERNATIONAL MARKETING

- Domestic Marketing
- International Marketing
- Why International Marketing?
- Core Marketing concepts

Unit 2: INTERNATIONAL MARKETING ENVIRONMENT

- The External Marketing Environment
- Social and Demographic Factors
- The Cultural Environment
- The Economic Environment
- The Political and Legal Environment

Unit 3: STRATEGIC PLANNING AND ANALYZING OPPORTUNITIES

- Strategic Marketing Process: Planning, implementation and control phases.
- International market expansion: Phases.
- Strategic options for international expansion.
- Market entry options

Unit 4: IDENTIFYING MARKET SEGMENTS & SELECTING TARGET MARKETS

- International Marketing Research
- Steps to conducting International Marketing Research
- International Segmentation
- Differentiation and positioning in international markets

Unit 5 CROSS-CULTURAL CONSUMER BEHAVIOR

- Cultural and Consumer Behavior
- The influence of culture on certain aspects of behavior
- The global convergence of consumption patterns
- Mixed local/global consumer behavior

Unit 6: INTERNATIONAL MARKETING MIX

- International Product: Standardization vs. Adaptation
- International Pricing
- International Promotion
- International Distribution Management

DETAILED CLASS SCHEDULE:

TUESDAY		THURSDAY	
		01/31/19	Presentation & Overview of course
02/05/19	Unit 1	02/07/19	Unit 1: McDonalds Case
02/12/19	Unit 2	02/14/19	Unit 2
02/19/19	In-depth Final Project Discussion/Form Groups	02/21/19	Unit 2 Activity: Economic Environment Analysis
02/26/19	Unit 2 Activity: Cultural Environment	02/28/19	HOLIDAY
03/05/19	Unit 3	03/07/19	Unit 3: Lincoln Case/Activity: Company Background
03/12/19	Midterm Review	03/14/19	MIDTERM EXAM
03/19/19	Review Midterm Exam/Unit 4	03/21/19	HOLIDAY
03/26/19	Unit 4	03/28/19	Unit 4: Cialis Case/ Activity: Segmentation, target market and positioning
04/02/19	Unit 5	04/04/19	Unit 5: Disney Case/Activity: Competitive Analysis & Strategy
04/09/19	Unit 6	04/11/19	Unit 6: Ikea Case
04/16/19	SEMANA SANTA	04/18/19	SEMANA SANTA
04/23/19	Unit 6: Activity SWOT analysis	04/25/19	Unit 6 Activity: Std vs. Adaptation
04/30/19	Final Project Presentations	05/02/19	Final Project Presentations
05/07/19	FERIA DE ABRIL	05/09/19	FERIA DE ABRIL
05/14/19	Final Project Presentations	05/16/19	Final Exam Review

IMPORTANT DATES:

LAST DAY OF ADD/DROP PERIOD: 2/5

LAST DAY TO WITHDRAW: 3/22

LAST DAY OF CLASSES: 5/16

FINAL EXAMS 5/20-5/23 FINAL EXAM TBA

FAREWELL RECEPTION MAY 23