

BUS 325E International Marketing

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Office Hours: Mondays 12-1 or by appointment

Course information:
Spring 2024
Monday/Wednesday
a) 10:30-11:50
Tuesday Thursday
c) 9:00-10:20

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 and marketing across linguistic and cultural borders.

Course Goals and Methodology

The main goal of this course is to equip students with basic marketing knowledge within an international context.

The methodology of this course consists of teaching marketing concepts by presenting slides summarizing course readings, discussing marketing articles and cases related to each learning objective and applying learned concepts by developing an international marketing plan.

The first part of the course will give you a general overview of the marketing mix identifying the key differences between domestic and international marketing. We will then discuss the external marketing environment considering an international realm. After evaluating the external international environment, we will identify cross-cultural factors that affect consumer behavior and apply marketing techniques to identify market segments and select target markets for specific products. 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

Through this course, students will:

- Understand the importance of international marketing in a global marketplace.
- Understand the differences between domestic and international marketing.
- Identify and describe the external environmental factors that affect marketing in an international context.
- Analyze and describe cross-cultural factors that affect consumer behavior.
- Analyze marketing segments and properly identify the target market for a specific product or service.
- Demonstrate the ability to complete a SWOT analysis to develop the best strategy to enter a new market.
- Understand the necessary steps to successfully enter a foreign market.

Required Texts

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

- Hill, Charles W.L. and Hult, G. Tomas M. (2021). *International Business Competing in the Global Marketplace*. 13th edition. McGraw Hill.
- Czinkota, M.R. and Ronkainen, I.A. (2013). 10th edition. Thomson South-Western, USA.
- Jeffrey Edmund Curry. (2009) *A short course in international marketing: approaching and penetrating the global marketplace*.
- 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

Course Requirements and Grading

Your final grade will be calculated as follows:

- Midterm exam (20%)
- Final exam (20%)
- Cases (20%)
- Final project (25%)
- Participation (15%)

Mid-term and Final Exams: The mid-term exam will cover chapters 1 through 3. The final exam will cover chapters 4 to 6.

Cases: Cases are assigned as the practical application of the marketing concepts presented in class. The ***cases are due before class (via Blackboard)*** and all students are expected to come prepared for case discussion.

Final project: The final project involves students forming groups of 3 that will have to develop a complete international marketing plan for a product being introduced into a new international market. Groups will be required to prepare an in-class presentation (20-30 mins.); as well as, an in-depth final paper (30 pages). All group members will receive the same grade on the final paper and presentation; therefore, please choose your groups wisely.

Final Project Presentation Grading Break-down:

- Content (50%): 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?
- Organization (30%): 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?
- Presentation delivery (20%): 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: Instructor evaluates active and valid input during in-class discussion about cases, activities, and working with your peers. Students are expected to be respectful of classmates' opinion and offer an educated opinion. Below is a detailed rubric of how instructor will evaluate in-class 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 listen 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 that attendance and punctuality are part of your participation grade.

For every 15 mins you are late, .5 off your grade. If you arrive 30 mins late, it counts as an absence and 1 point off your grade.

General Course Policies

Each student is expected to be familiar with the course syllabus. Students are expected to focus their full attention on the class, arrive on time, and stay until the class ends. Leaving the classroom on repeated occasions is disturbing both to your professor and your classmates and may adversely affect your participation grade. Please make use of the 10- minute breaks in between classes to fill up your water bottle, use the restroom, etc.

Students are expected to listen and respect other points of view. Phone calls, social media, email or internet browsing at any time during class are not acceptable except for specific class-related activity expressly approved by your instructor. You are responsible for any and all course material covered in class, announcements, quizzes and/or handouts if you are not present for any reason.

Students will be held responsible to be up to date by attending class regularly and checking both email and the Blackboard site of the course frequently (monitor your email and Blackboard announcements at least once every 24 hours).

Communicating with instructor: Please allow **at least 48 hours** for your instructor to respond to your emails. The weekend is not included in this timeframe. If you have any urgent request or question for your professor, be sure to send it during the week.

Attendance and Punctuality

Attendance is mandatory at all classes. 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 last in the semester, the following penalties will apply:

- On your 5th absence, 1 point will be taken off your final Spanish grade.
- On your 6th absence, 3 points will be taken off your final Spanish grade.
- On your 7th absence, automatic fail.

For classes that meet once a week, each absence counts as two. For classes that meet daily, the penalties outlined above apply if you go over 8 absences (9th absence=5th absence above, 11th absence is an automatic fail). Exams missed due to an excused absence must be made up within a week of returning to classes. Talk to your professor immediately after your return.

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. The International Center may also report this to your home university. Avoid plagiarism by citing sources properly, using footnotes and a bibliography, and not cutting and pasting information from various websites when writing assignments.

Learning accommodations

If you require special accommodations, or have any other special medical condition you deem may affect your class performance, you must stop by the International Center to speak to the Faculty Coordinator, **Marta Carrillo Orozco** (mcaroro@acu.upo.es) to either turn in your documentation or to confirm that our office has received it. The deadline is **Thursday, February 22nd**. Marta 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 contents

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
- SWOT Analysis

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 CALENDAR

MONDAY		WEDNESDAY	
		01/24	Presentation/Course Overview
01/29	Unit 1: International Marketing	01/31	Unit 1: McDonalds Case Due Unit 2 Intro
02/05	Unit 2: External Marketing Environment	02/07	Final Project Discussion/ Form Groups
02/12	Unit 2: Activity 1 Economic Environmental Analysis	02/14	Unit 2: Activity 2 Hofstede Cultural Analysis
02/19	Unit 2: Activity 3 Social and Demographic Factors	02/21	Unit 3: Options for International Expansion/SWOT Analysis
02/26	Unit 3: Cepuro Case Due Presentation Date Sign-up Unit 3: Activity 4 Company Background	02/28	HOLIDAY
03/04	Unit 3: Nivea Case Due Unit 3: Activity 5 SWOT Analysis	03/06	Review for Midterm
03/11	MIDTERM EXAM	03/13	Review Midterm Exam
03/18	Unit 4: Market Segmentation, Identifying Target Market and Positioning	03/20	Unit 4: Cialis Case Unit 4: Activity 6 Market Segmentation
03/25	SPRING BREAK	03/27	SPRING BREAK
04/01	Unit 4: Activity 7 Product Positioning	04/03	Unit 5: Cross-Cultural Consumer Behavior ROUGH DRAFT DUE
04/08	Unit 5: Activity 8 Competitive Analysis	04/10	Unit 6 Global Marketing Mix Unit 5: Activity 9 International Marketing Strategy
04/15	FERIA HOLIDAY	04/17	FERIA HOLIDAY
04/22	Unit 6: Ikea Case Due IKEA Case Discussion	04/24	Final Project Due
04/29	Final Project Presentations	05/01	LABOR DAY HOLIDAY
05/06	Final Project Presentations	05/08	Final Project Presentations
05/10	FRIDAY LAST CLASS Final Exam Review		

TUESDAY		THURSDAY	
		01/25	Presentation/Course Overview
01/30	Unit 1: International Marketing	02/01	Unit 1: McDonalds Case Due Unit 2 Intro
02/06	Unit 2: External Marketing Environment	02/08	Final Project Discussion/ Form Groups
02/13	Unit 2: Activity 1 Economic Environmental Analysis	02/15	Unit 2: Activity 2 Hofstede Cultural Analysis
02/20	Unit 2: Activity 3 Social and Demographic Factors	02/22	Unit 3: Options for International Expansion/SWOT Analysis
02/27	Unit 3: Cepuro Case Due Presentation Date Sign-up Unit 3: Activity 4 Company Background	02/29	HOLIDAY
03/05	Unit 3: Nivea Case Due Unit 3: Activity 5 SWOT Analysis	03/07	Review for Midterm
03/12	MIDTERM EXAM	03/14	Review Midterm Exam
03/19	Unit 4: Market Segmentation, Identifying Target Market and Positioning	03/21	Unit 4: Cialis Case Unit 4: Activity 6 Market Segmentation
03/26	SPRING BREAK	03/28	SPRING BREAK
04/02	Unit 4: Activity 7 Product Positioning	04/04	Unit 5: Cross-Cultural Consumer Behavior ROUGH DRAFT DUE
04/09	Unit 5: Activity 8 Competitive Analysis	04/11	Unit 6 Global Marketing Mix Unit 5: Activity 9 International Marketing Strategy
04/16	FERIA HOLIDAY	04/18	FERIA HOLIDAY
04/30	Unit 6: Ikea Case Due IKEA Case Discussion	05/02	Final Project Due
05/07	Final Project Presentations	05/09	Final Project Presentations
05/06	Final Project Presentations	05/08	Final Exam Review

Important dates

- Last day of Add/Drop: **Monday, January 30th**
- Last day to submit Learning Accommodations: **Thursday, February 22nd**
- Midterm Exams: **March 11th - March 21st**
- Last day to Withdraw: **Friday, March 22nd**
- Last day of Classes: **Wednesday, May 10th**
- Final Exam Period: **May 13th - May 16th**