

## **BUS 325E International Marketing**

### **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.

### **Course Requirements and Grading**

Your final grade will be calculated as follows:

- Midterm exam (20%)
- Final exam (20%)
- Quizzes (5%)
- Final project (25%)
- Engagement: Participation & Articles (20%)

Final and Midterm Exam will consist in 5 questions. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass the exam. All questions will be related to the material seen in class.

Final Project: Following the International Marketing Plan hand-out given in class, students (Groups of 3-4) will have to develop the project introducing a product and/or service in a foreign country. After doing so they will have to present this project in class for about 30 minutes.

There will be 5 quizzes during the course, all of them will be announced one week in advance and will have 10 questions (true/false and multiple choice).

### **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.

### **Student engagement policy**

Student engagement will account for at least 20% of the final grade for every course, thus highlighting its significance for high-impact learning.

Students will receive two engagement grades: a mid-term grade (at least 10%) and an end-of-semester grade (at least 10%).

**An engagement rubric is provided to ensure transparent and consistent grading.**

Criteria	Exemplary (9-10)	Proficient (7-8)	Passing (5-6)	Poor (0-4)
<b>Attendance</b>	Arrives on time and stays for the entire duration of class. No absences, or if absent once, demonstrates knowledge of course material missed.	Misses no more than two sessions or is occasionally late. Demonstrates knowledge of course material missed.	Misses 3 or 4 sessions or frequently arrives late/leaves early; exhibits little knowledge/interest regarding course material missed.	Misses 5 or more sessions and does not demonstrate knowledge of course material missed.
<b>Preparation</b>	Consistently well-prepared; demonstrates deep understanding of readings and completes assignments.	Usually prepared; completes readings with some understanding and usually completes assignments.	Occasionally prepared. Demonstrates limited understanding of materials and occasionally completes assignments.	Rarely prepared; minimal effort to engage with course materials.
<b>Participation</b>	Actively participates in discussions with thoughtful comments/questions; demonstrates knowledge of the material and critical thinking skills.	Participates often demonstrating knowledge of material and critical thinking skills.	Participates once in a while or contributions lack depth or relevance.	Does not participate or is disruptive during discussions.
<b>Attentiveness &amp; Respect</b>	Fully engaged and attentive during all sessions; respectful to professor and fellow students. Use of laptop/tablet for notetaking only; no cellphone use.	Generally attentive, with very infrequent lapses in focus and use of electronic devices for non-class related purposes. Respectful to professor and fellow students.	Occasionally inattentive or disengaged. Use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.	Rarely attentive, focused or responsive. Repeated use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.
<b>Collaboration &amp; Feedback</b>	Effectively collaborates with peers in group or in-class activities following professor's instructions. Incorporates feedback to improve learning & performance.	Collaborates frequently with peers or in in-class activities. Incorporates feedback and makes moderate efforts to improve learning & performance.	Occasionally works well with peers but does not contribute substantially to in-class or group assignments. Responds to feedback inconsistently with minimal improvement.	Does not collaborate with peers, does not complete in-class or group assignments. Ignores feedback.

### **Absences and lack of engagement**

Absences during the add/drop period do not count against students' engagement grade, but may impact their performance in the course.

As a consistent lack of academic engagement may raise concerns about a student's overall academic performance, the following steps will be taken in order to support students' success:

### **Initial outreach – after missing 3 classes\***

E-mail from professor reiterating engagement policy and consequences for additional absences.

\* 1 class for courses that meet once a week and 6 classes for courses that meet daily.

### **Second outreach – after missing 4 classes\***

E-mail from professor and notification of academic staff at the International office.

\* 2 classes for courses that meet once a week and 8 classes for courses that meet daily.

### **Academic probation – after missing 6 classes\***

Student is called in for a meeting with academic staff at the International office. Automatic notification of home institution and further academic consequences.

\* 3 classes for courses that meet once a week and 12 classes for courses that meet daily.

Any additional absences will result in a failing 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. 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.

## **About Using Artificial Intelligence (AI)**

The use of AI tools such as grammar checkers, Chat GPT, etc. and automatic translation tools is prohibited unless expressly permitted by the instructor to enhance the students' learning experience. Plagiarism includes, but is not limited to, the unacknowledged use of these tools to create content submitted as one's own. If the use of any of these tools is suspected, the instructor may request notes and other materials used in preparing assignments. Students must retain these materials until final grades are posted. Failure to produce these materials when requested may negatively impact the student's grades.

## **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](mailto:mcaroro@acu.upo.es)) to either turn in your documentation or to confirm that our office has received it.

## **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
- **Unit 2:** International Marketing Environment.
- **Unit 3:** Strategic Planning and Analyzing Opportunities.
- **Unit 4:** Identifying Market Segments & Selecting Target Markets.
- **Unit 5:** Cross-Cultural Consumer Behavior.
- **Unit 6:** International Marketing Mix.

