

BUS325E International Marketing

Professor: Miguel Ángel Ruz Mendoza
Office: Building 14, Second Floor, #40
Email: miguelangel.ruz@aon.es

Course information:
Spring 2021
January/February; Tuesday 16:00 - 17:45
March/April; Tuesday&Thursday 16:00 – 17:45

Office Hours: Tuesday, 15:00-16:00h

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.

This course will be taught both online and on-site (except for those few who will follow this whole course online).

Course Goals and Methodology

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.

Learning Objectives

Through this course, students will:

- Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing plan.
- Evaluate different cultural, political, and legal environments influencing international trade.
- Develop creative international market entry strategies.
- Communicate effectively about marketing issues in group discussions, oral presentations and written reports.
- Discover sources of information for searching and evaluating international markets

Technical Requirements

This course requires that students have/bring their own laptop, since tablets, Chromebook or cell phones may not meet our virtual platform requirements. Also, students are expected to have a high-speed Internet Service Provider. A webcam and a headset (preferred) or microphone for your computer is also required.

You should be proficient in the following:

- basic computer skills
- email management
- sending and receiving attachments via email
- using a web browser
- finding resources through search engines
- using productivity applications such as Googledocs and Google Slides
- using educational technology such as: Kahoot, Blackboard Collaborate, or Zoom
- familiarity with creating PDF files and submit them on Blackboard
- the ability to be self-directed in learning new technology skills (e.g. access to support to learn necessary skills for Blackboard, or a step-by-step video tutorial)

For technical problems with Blackboard, please contact Jorge Pascual (jpasdia@acu.upo.es).

Required Texts

Basic Course Bibliography

- Cateora, P.R., Gilly, M.C., & Graham, J.L (2016). *International Marketing*, 17th Edition
- Usunier, J.C. & 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., & Ronkainen. I.A. (2013). *International Marketing*. 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., & McCall, J.B. (2004). *International Strategy Marketing: A European perspective*. Routledge, Taylor & 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 product design, innovation, & branding in international marketing* /. 2012.

Course Requirements and Grading



Your final grade will be calculated as follows:

- | | |
|--------------------------------------|-------------------------------|
| • Mid-term Exam | 20% (between, February 22-25) |
| • Final Project | 30% (between, April 05-08) |
| • Final Exam | 25% (between, April 13-15) |
| • Quizzes | 10% |
| • (*) Class Participation & Articles | 15% |

Note: All assignments, quizzes, and examinations will be announced in class.

- Final Project: Following the International Marketing Plan hand-out given in class, students (Groups of 2-3) 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.
- 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.
- 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 choices)

(*) Attendance and participation are related but, nevertheless, quite different. Attendance is required, of course. At the same time, one's contributions to the course are never based on sheer presence or merely "showing up" regularly. "Showing up" is your attendance. What you do when you show up is your participation: it is the measure of your engagement in the readings/discussions/lectures of the course. "Participation" is not just a measure of the quality and quantity of your exchanges with your instructor but also with your peers in the class, especially those you might find who will critique, question, or simply seek clarification about your own stances taken or interpretations offered about the readings in our class.

General Course Policies

Leaving the classroom: Leaving the classroom on repeated occasions is disturbing to both 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.

Punctuality and tardiness: Arriving late to class is disruptive to both the professor and your classmates. Please be punctual as your professor may count your late arrival as half of an absence or simply close the door, not let any late students in and consider it as one full absence.

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 an urgent request or question for your professor, be sure to send it during the week.



Attendance and Absentee Policy

Attendance is mandatory at all classes, both online and on-site. All absences must be justified by a doctor's note (signed, stamped and dated). More than one unjustified absence will adversely affect your final grade. Professors will keep track of each student's attendance and active participation during the course. Students are expected to have their webcams turned on during the online sessions.

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 and a bibliography, and not cutting and pasting information from various websites when writing assignments.

Learning Accommodations

If you require special accommodations, you must send your documentation to Rubén Díaz (rdialop@acu.upo.es) or confirm that our office has received it. The deadline is January 29th. Your instructor 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. Cell phone use is not allowed and animals (except seeing-eye dogs) are not permitted in the classrooms.

Course Contents

UNIT I: UNDERSTANDING MARKETING AND INTERNATIONAL MARKETING

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

UNIT II: INTERNATIONAL MARKETING ENVIRONMENT



- The Cultural Environment
- The Economic Environment
- The Political and Legal Environment

UNIT III: STRATEGIC PLANNING AND ANALYZING OPPORTUNITIES

- Strategic marketing process: planning, implementation and control phases.
- International market expansion: Phases
- Strategic options for international Expansion
- Market Entry Method Options

UNIT IV: IDENTIFYING MARKET SEGMENTS AND SELECTING TARGET MARKETS

- International Marketing Research
- International Segmentation
- Differentiation and Positioning in international markets.

UNIT V: CROSS-CULTURAL CONSUMER BEHAVIOR

- Culture and Consumer Behaviour
- The influence of culture on certain aspects of behaviour
- The global convergence of consumption patterns
- Mixed local/global consumer behaviour

UNIT VI: INTERNATIONAL MARKETING MIX

- International Product: Standardization vs Adaptation
- International Pricing
- International Promotion
- International Distribution management

Class Schedule

WEEK 1. Presentation and Overview to the course.

UNIT I

Activity 1: Managing Oneself

WEEK 2. UNIT II

Final Project (Groups)

Activity 2: Economic Indicators

WEEK 3. UNIT II



Activity 3: Culture (Macroenvironment)

Case 1: McDonald's

WEEK 4. UNIT III

Activity 4: Company Information

WEEK 5. UNIT IV

Midterm Exam

Activity 5: Segmentation

WEEK 6. UNIT IV

Activity 6: Positioning

WEEK 7. UNIT V

Activity 7: Competitors

Activity 8: IM Strategies

WEEK 8. UNIT VI (Product & Price)

Case 2: IKEA

Activity 9: Standardization vs adaptation.

WEEK 9. UNIT VI (Promotion and Placement)

Activity 10: SWOT Analysis.

WEEK 10. Final Presentations.

WEEK 11. Final Exam.

Note: this schedule can be changed according to teacher's criteria

Holidays

- Monday, March 1: Día de Andalucía
- Sunday, March 28: Sunday, April 4 - Semana Santa (Holy Week)