
**INTERNATIONAL MARKETING (“IM”)
MARK 4700 COURSE SYLLABUS**

TERM fall 2007

TR 3:30 – 4:45

Sanford 212

INSTRUCTOR

Name *Tucker Cox*

Office Brooks Hall room 132

Phone 404-822-8894 (mobile)

e-mail tuck1930@uga.edu

OFFICE HOURS – T 5:00 – 6:30; R. 10:00 – 11:30 and by appointment

REQUIRED TEXT AND COURSE MATERIALS

Text – *International Marketing*, 13th edition by Philip R. Cateora and John L. Graham, McGraw-Hill/Irwin, New York, 2007. ISBN 978-0-07-308006-2. Student IM info center - http://highered.mcgraw-hill.com/sites/0073080063/student_view0/index.html.

COURSE DESCRIPTION

This course surveys the challenge of successfully marketing products in foreign countries. Students investigate the influence of market size; regional economic integration; social, cultural, legal and political systems on designing a successful marketing strategy in a foreign market. The course studies international marketing research, product development, positioning, promotion and pricing decisions; market distribution channels; exporting and cross-cultural negotiations. The term project calls for each student-team to develop a preliminary marketing plan to launch a consumer product in another country.

PREREQUISITES

Prerequisite: MARK 3000 Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES

Upon completion of this course, each student should be able to:

- Adapt elements of the marketing mix to fit an international marketing situation.
- Knowledgeably discuss the legal challenges of international marketing
- Locate sources of information available to international marketers
- Select different methods of entering a foreign market
- Take into account how cultural differences may affect marketing actions
- Understand issues that characterize international marketing research
- Understand the challenges of working in marketing for an international company
- Understand the importance of international marketing and trade
- Understand worldwide trade practices, barriers, regulations and international economic communities
- Use a framework for assessing international business opportunities

TOPICAL OUTLINE*

- Business customs across the globe
- Conducting international marketing research
- Cultural dynamics and issues in international marketing
- Drivers of globalization
- Emerging markets
- Exporting and logistics for international trade
- Global environment of international trade
- Integrated marketing communications and international advertising
- International legal and political environment, including trade agreements
- International marketing channels
- International marketing planning and organization
- Micro/macro economic measurement in international markets
- Multinational market regions and market groups
- Negotiation and pricing in international markets
- Product issues in international marketing
- The scope and challenge of international marketing

* Not in order of topics studied

INSTRUCTION AND EVALUATION METHODS

Instructional methods are: lecture and discussion that promotes student participation; business case analysis and presentation; text; articles and other readings; guest speakers, videos and a team project. Final course grade will be based upon:

ITEM	PERCENTAGE
Quizzes – 3 or 4	10%
Exams (2)	22%
Final Exam - cumulative	25%
Cases (1)	8%
Country notebook team project	25%
Meaningful Contribution	10%
TOTAL	100%
Excessive absences void the grading criteria. Missed quizzes receive a grade of zero. See “Exams, Quizzes and Make-up policy” and “Attendance Policy.”	

Letter grades will be assigned using the following cut-off points (no rounding up)

A	>= 93	B ⁻ (B minus)	80 – 82.99	D	60 – 69.99
A ⁻ (A minus)	90 – 92.99	C ⁺ (C plus)	77 – 79.99	F	<60
B ⁺ (B plus)	87 – 89.99	C	73 – 76.99		
B	83 – 86.99	C ⁻ (C minus)	70 – 72.99		

CASES

You will be assigned one case. The case method of teaching is only effective when all class members have thoroughly studied the case and contribute to the discussion. Your instructor may ask you and other class members to present your analysis. See the “Note on studying and learning from cases” at the website, which is a part of this syllabus. See also “Tips for effective presentations” and “Guide to effective presentations” at WebCT.

COUNTRY NOTEBOOK TEAM PROJECT

Many companies have a notebook for each country in which they do business. Whenever a marketing decision is made involving a country, the notebook is the first database consulted. For example, new product introductions, changes in advertising programs, and other decisions begin with the country notebook. It also serves as a quick introduction for new personnel assuming responsibility for a country market. This is a group project. Each team will prepare a notebook to market their selected product in their respective country. Goals of the Project are to

1. Increase your knowledge of sources of secondary information about international business and marketing in general and markets in specific countries in particular
2. Learn about the country’s culture, legal, political and economic systems
3. Understand the characteristics and forces driving demand for your product
4. Write a preliminary marketing plan for your product

Please read “The Country Notebook Writing Guide for Developing a Marketing Plan,” incorporated into this syllabus by reference. Download a copy from the website.

EXAMS, QUIZZES AND MAKE-UP POLICY

Unless your instructor tells you otherwise, exams cover all assigned readings and material presented in class except cases, articles and guest speakers. Exams may be a combination of multiple choice, true-false, fill-in-the-blanks, analysis of scenarios, short answer and essays. Make-up exams may be given for legitimate absences, e.g., medical emergency, family funeral, jury duty, official university activity. You must provide the instructor with proper documentation to verify your absence. In case of a medical emergency, you must present a written note from a medical doctor stating that you were unable to attend on the exam day. A document from the health center or other medical care-giver(s) is not sufficient. Except in cases of legitimate absences, anyone who does not take an exam as scheduled will receive a zero. Quizzes may be announced or may simply pop up. They cover current reading assignments. Missed quizzes cannot be made up. They receive a grade of zero, except for legitimate absences.

CLASS PARTICIPATION AND MEANINGFUL CONTRIBUTION

You are expected to be familiar with assigned reading prior to coming to class. You should be able to elaborate on topics discussed and intelligently respond to questions. Help create a valuable and enjoyable learning experience by asking engaging questions, playing an active role in class discussions and sharing your knowledge and intellectual curiosity with your classmates. Your contribution will be determined by the quality of your participation, according to the following criteria:

- A-level – consistently well-prepared; initiates discussions, high-quality involvement in

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- class conversations; comments are insightful. Shares knowledge.. Listens well.
 - B-level – responds to questions, consistent and regular involvement in class discussions; occasionally leads, well prepared. Shares ideas with classmates. Listens well.
 - C-level – only responds to questions; most answers are correct; preparation is modest.
 - D or F-level - little involvement in class discussions, vague or inaccurate responses to question demonstrate no preparation, inadequate understanding of course material or no critical thinking.¹

ATTENDANCE POLICY

Regular and punctual class attendance is an integral part of the learning process. See “exams and make-up policy” for legitimate absences. Family activities and trips, work conflicts, academic advising appointments, or missing class due to undocumented illness, e.g., “aches and pains,” are not legitimate. Arriving late or leaving early is an absence. If you must arrive late or leave early, inform the instructor. Take a seat close to the door. Enter/exit quietly. More than three absences, excluding legitimate ones, result in a two percentage point reduction in your final grade – no exceptions; do not ask. For example, if a student’s average for all assignments for the entire semester is 81%, two percentage points are deducted for a final mark of 79%. Excessive absences void the grading criteria. They may result in a substantial reduction in a student’s grade, including failing the course. A student who incurs an excessive number of absences may be withdrawn from the course at the discretion of the instructor. See “Class Attendance” at <http://bulletin.uga.edu/fall2001/bulletin/acad/Courses.html>. A guideline for excessive absence is missing more than 4 classes, including legitimate absences.

We have a collective responsibility to “develop an intellectual community within an environment that fosters respect and integrity among its members.”² Working on puzzles, other assignments, internet surfing, sidebar conversations, sleeping and behavior that is inconsistent with The University of Georgia Code of Conduct or the Terry College of Business’s standards will not be tolerated. If it persists, it may result in your instructor withdrawing you from the course in compliance with UGA policy.

ACADEMIC INTEGRITY

The University of Georgia seeks to promote and ensure academic honesty and personal integrity among students and other members of the University Community. A policy on academic honesty has been developed to serve these goals. Go to www.uga.edu/ovpi/honesty/culture_honesty.htm. You are responsible for knowing the policy on academic honesty. Each of the following illustrates a violation:

- Cutting and pasting from websites or any other digital media without properly citing your source (URL and date visited)
- Failing to provide proper citations in any written submission
- Getting help from others on individual assignments
- Having a cell phone visible during an exam period
- Having an open backpack or loose papers visible during an exam period

¹ Much of this section is from the website of Prof. Deepak Sirdeshmukh of North Carolina State University, www4.ncsu.edu/~dsirdes/courses/services%20marketing%20mab.pdf, visited Jan 3, 2007; and Evelyn H. Daniel, Professor, School of Information and Library Science, University of North Carolina at Chapel Hill, <http://ils.unc.edu/daniel/237/resources06.html> visited 02 Jan 2007.

² The University of Georgia Code of Conduct, section I, Introduction <http://www.uga.edu/judicialprograms/code.htm> visited 07 Aug 2007.

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- Including the name of a person who is not present on a submitted group activity
 - Reading another student's paper during an exam
 - Submitting, as your own work, any research or writing that was not performed by you
 - Using any materials or any source other than your own knowledge during an exam

WITHDRAWAL POLICY

A student withdrawing on or before October 12 earns a W or WF. The grading criteria apply to a full semester's work. They do not pertain to a withdrawal from class. The University assigns a grade of WF to any withdrawal after October 12.

LATE WORK

You are responsible for keeping up with all assignments. To be on time, assignments must be submitted in hard copy, not by email, before the end of class on the due date or else the grade will be marked down by at least one letter. If you know you will not be in class on the due date, make appropriate arrangements. Assignments turned in after midnight on the due date receive a zero. The date received for any assignment sent by email is the date on which it arrives in the instructor's mail box at tuck1930@uga.edu. Other measures or evidence of date and time sent do not substitute for the date and time posted on the email as it is stored in the instructor's mailbox. For the purpose of this policy, problems related to system downtimes, internet service providers' operations, telecommunications, and other spheres of activity have no bearing on the date and time posted on the email.

GRADED WORK

In the event of a dispute about a recorded grade, you are responsible for providing the instructor with the original of the assignment in question. Please be sure to keep your graded papers for the duration of the course.

TENT CARDS

Please prepare a tent card with your printed name dark enough and large enough so that your instructor can read it and become familiar with you by name as quickly as possible. Place your tent card in front of you for every class session.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment.

CHANGES TO THIS SYLLABUS

This syllabus is subject to revision. The syllabus at the website is the official one and the most recent release. You are responsible to have the latest version of this syllabus.

OPEN DOOR POLICY

I am available to discuss your course performance, career advice, future course selections or any other issue. Feel free to either make an appointment or come by and see me.

COURSE ASSIGNMENTS AND DUE DATES

Week	Date	Required reading & assignment due dates
Part I—An overview of IM		
1	16 Aug	Drivers of globalization and IM
2	21 Aug 23 Aug	Review syllabus Ch 1 - The scope and challenge of international marketing Ch 2 - The dynamic environment of international trade
Part II—The cultural environment of global markets		
T TH	28 Aug 30 Aug	Ch 2 - The Dynamic environment of international trade (cont'd) Ch 3 - History and geography: the foundations of culture Country notebook project
4	04 Sep 06 Sep	Ch 4 - Cultural dynamics in assessing global markets Ch 5 - Culture, management style and business systems
5	11 Sep 13 Sep	Ch 5 - Culture, management style and business systems (cont'd) Ch 6 - The political environment: a critical concern
6	18 Sep 20 Sep	Ch 7 - The international legal environment: playing by the rules Exam chapters 1 through 7
Part III—Assessing global market opportunities		
7	25 Sep 27 Sep	Ch 8 - Developing a global vision through marketing research Ch 9 - Emerging markets
8	02 Oct 04 Oct	Ch 9 - Emerging markets (cont'd) Ch 10 - Multinational market regions and market groups
Part IV—Developing global marketing strategies		
9	09 Oct 11 Oct	Ch 11 - Global marketing management: planning and organization Ch 12 - Products and services for consumers
10	16 Oct 18 Oct	Ch 12 - Products and services for consumers (cont'd) Ch 14 - International marketing channels

Week	Date	Required reading & assignment due dates
11	23 Oct 25 Oct	Ch 14 - International marketing channels (cont'd) Fall break – no class
12	30 Oct	Ch 15 - Exporting and logistics: special issues for business
12	01 Nov	Exam Chapters 8 through 14
13	06 Nov 08 Nov	Ch 16 - Integrated marketing communications and international advertising Country notebook project
14	13 Nov 15 Nov	Due 11/13 - case #3 – 3, p 644 – easyCar.com - case presentation and discussion Ch 18 – Pricing for international markets
15	20 Nov 22 Nov	Ch 18 – Pricing for international markets (cont'd) Ch 19 – Negotiating with international customers, partners and regulators Thanksgiving - no class
Part V—Implementing global marketing strategies		
16	27 Nov 29 Nov	Ch 19 – Negotiating with international customers, partners and regulators (cont'd) Team presentations – country notebook
17	04 Dec 06 Dec	Team presentations – country notebook Team presentations – country notebook 12/06 - Due – country notebooks
18	13 Dec	Final exam – Sanford 212