

International Marketing

MARK 4700

Course Syllabus

Instructor: Professor Plamen Peev Term: Spring 2009
Class Time: MWF 10:10-11:00 Room: Caldwell 203

Instructor Information

Office: 124 Brooks Hall

Telephone: 706-542-3764 (I do not have an answering machine in my office—if you don't reach me at this number, the best way to get in touch with me is to send me an e-mail message. During "normal business hours" you can also call my home at 706-389-6546 if you absolutely have to reach me).

E-mail: pppeev@terry.uga.edu

Office Hours: MF 1:00-2:00, Th 2:00-3:00 and by appointment.

Required Text and Course Material

International Marketing (14th edition). Philip Cateora, Mary Gilly, and John Graham (2009), McGraw-Hill-Irwin, New York.

Business Week Online

Course Description

This course introduces students to issues and practices in international marketing. Focus is placed on cultural, legal, social, economic and behavioral differences that affect marketing in global environments and on how the marketing mix is adapted to different cultures. Importance of world trade and the global business environment is emphasized.

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 Any student not meeting prerequisites will be administratively withdrawn from the class.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:

- Understand the importance of international marketing and trade.
- Understand the challenges of working in marketing for an international company
- Articulate, and apply to marketing strategy, cultural differences that affect marketing actions.
- Be able to adapt the elements of the marketing mix to fit an international marketing situation.
- Understand and discuss current international business news.
- Have a framework for assessing international business opportunities through analysis and research.
- Be familiar with the legal challenges of international marketing
- Understand worldwide trade practices, including trade barriers, international economic communities, and international regulations.

Topical Outline

- The scope of international marketing
- Global environment of international trade
- Cultural dynamics and issues in international marketing

- Business customs across the globe
- International legal and political environment, including trade agreements
- Conducting international marketing research
- Emerging markets
- Multinational market regions and market groups
- Product issues in international marketing
- Negotiation and pricing in international markets
- Integrated marketing communications and international advertising
- International marketing channels
- Exporting and logistics for international trade
- Micro/macro economic measurement in international markets

Academic Integrity

All academic work must meet the standards contained in “A Culture of Honesty.” If you are not familiar with that document, please read it so we do not have any confusion; all students are responsible for informing themselves about those standards before performing any academic work. The policy can be found at <http://uga.edu/honesty>.

Please be careful not to plagiarize anyone else’s work. The rule of thumb is that if you are consciously expressing another person’s ideas and not crediting him/her, you are plagiarizing. (Not to mention copying something directly from a source). Academic dishonesty cases are unpleasant for everyone involved, so please do not do it!

Class Approach/Note from the Instructor

As an instructor, I seek to make your class experience as close to the real world as possible so that you have an easier time once you get your first job out of college. Because most of you will be looking for a position in marketing, management, or another related business field, I will ask you to treat our classroom as your work place. For instance, one of the worst things that you can let happen in a corporate meeting/presentation is have a cell phone ring. Other off-limit areas are text-messaging, using laptops, reading magazines, talking while others have the floor, etc. As those things would be pretty hazardous to your career, for your own benefit please do not do them in my class! Thus, laptops, text messaging devices, cellular phones, and music players must be turned off in class at any time. Believe me, it is better to build some useful habits now than put yourself at a major disadvantage when it really matters later on!

The nature of this course is such that we will sometimes challenge others’ opinions, social conventions, and “political correctness”. It is imperative, therefore, that this be done in a respectful and professional manner. In marketing, as well as in life, things are rarely black or white. Rather, there are many grey areas. Hence, one of the goals I have for this class is to develop your ability to think and be able to evaluate problems, situations, and phenomena from multiple perspectives by realizing and, as much as possible, overcoming the limitations that your own cultural, socio-economic, and educational background sets on you. Hopefully, by the end of the semester we will have made significant progress toward that goal.

Apart from the international marketing context, some skills that are applicable in any business setting and which I will try to foster include: analytical skills, creativity, consistent performance, personal leadership and teamwork skills, communication skills, and (again!) respect for others and their opinions.

Evaluation Methods

Your grade will be determined by your performance on a variety of activities. They are described below in detail. The final exam is optional. Therefore, you have the choice of taking as few as 2 tests or as many as 3.

Grade Distribution	
Tests	50%
Group Project	25%
Class Participation	15%
Country Notebook	10%

2 Tests and Optional Comprehensive Final Exam: 50% of grade (2 tests worth 25% each if you choose not to take the final or 2 tests worth 15% each plus a comprehensive final worth 20%). There will be two regular exams and a final exam (which will be comprehensive AND optional). The final exam is optional and if you are satisfied with your course grade, you are under no obligation to take the final exam. *NOTE that you cannot replace a missed exam (or 0) by taking the final exam. If you miss an exam and are unexcused, your final grade will reflect that 0 as one of your test scores.*

The two in-semester tests will consist entirely of multiple-choice questions. They will cover assigned readings (largely from the textbook), as well as additional topics covered in class. Note that you are responsible for key concepts, terms, etc. that are discussed in the assigned readings even if we do not explicitly discuss them in class.

Your optional comprehensive final exam grade will be determined as the following: 80% of it comes from multiple-choice questions and 20% of it comes from 2 essay questions.

Group Project: 25% of grade (15% paper, 10% presentation). We will form groups of about six to work on this project. This project will consist of both a paper and a major class presentation (both are group projects). Team members will also complete an evaluation form rating their fellow teammates' contributions to both of those components, and these ratings will make up a significant portion of your individual grade. Please notify me if anyone is having difficulty with a team member ("free-riding" won't be tolerated in the workplace, not will "domineering", so they won't be tolerated in this class either.)

This project will be to develop a major product launch in a specific region of the world (I will assign that region). You will first present an overview of the specific market within the assigned region within which you will be marketing your product. Next, you will identify cultural, technological, demographic, consumer, and other relevant trends that demonstrate that this is an opportunity area, and then describe who the consumer(s) you are targeting this product at are. Then you will describe the product itself, both in terms of what it is, but also in terms of what its positioning and point-of-difference vs. competitors is going to be. You'll next examine the 4 Ps and perform a SWOT (strengths, weaknesses, opportunities, and threats) analysis on your product. Next, you'll determine what the volume opportunity is (in units and dollars). You will finally develop a comprehensive consumer research and consumer communication plan based on your above work.

I strongly recommend practicing your in-class formal presentation ahead-of-time—get comfortable with the material, timing, etc. I'm also willing to look at drafts of papers, discuss ideas, etc. and provide feedback. I will not be forcing you to seek feedback before the deliverables are due but I'd encourage you to do so.

Class Participation and Activities: 15% of grade. This component of your grade includes attendance, participation (quantity and quality), online WebCT postings, debates, and in-class activities. I cannot stress enough the importance of your participation in class discussions as this is what we will be doing during most of the in-class time. **80% of your class participation grade will come from class participation.** The textbook is pretty good and I am not planning on spending time lecturing the same material. Instead, in class we will focus on the discussion questions following the chapter. If you are the type of person who does not speak up in class and does not participate in class discussions, this class is probably not for you. Furthermore, if you are a marketing major, you may want to think about the importance of communication skills as determinants of success in our field.

Your class participation grade is NOT based on any 60%-100% or A through F grade criteria. It is a TOTALLY subjective score along the entire continuum of points. If you have little or no participation, you are likely to indeed get 0 points out of the total points available.

You are expected to be prepared for class at all times. This means: having read the corresponding chapter, reviewed the preceding ones, and read Business Week articles.

We are not starting the semester with any quizzes on the syllabus, but I reserve the right to give them if class participation is consistently sub-par. I will notify you of your class participation grades when the course is ½ over, and feel free to contact me at any point in the semester to inquire about your grade.

You will also be asked to make several entries on the discussion board on WebCT. I will notify you in class about the subject and timing of the posting.

Country Notebook: 10% of grade. I will provide details about this assignment as the semester progresses.

Exam scores and final grades will not be curved.

Final grades will be calculated as follows:

A	: 93-100%	C+	: 77-79.9%
A-	: 90-92.9%	C	: 73-76.9%
B+	: 87-89.9%	C-	: 70-72.9%
B	: 83-86.9%	D	: 63-69.9%
B-	: 80-82.9%	F	: 0-62.9%

I encourage you to come and discuss with me your grades and progress in the course. However, these conversations should not be mistaken for negotiation sessions, but rather as feedback sessions. Do not wait until the last week of classes to talk to me about this, by that time it will probably too late!

Examination and Assignment Make-Up Policy

Exam dates and assignment due dates are non-negotiable; no assignments will be accepted late for any reason. If an assignment is not turned in by the due-date, you will receive an F (0 pts) for that assignment. If you are absent when an assignment is due, it is your responsibility to make arrangements to get your assignment to me by e-mail. Note that make-up exams will not be given under any circumstances. Please plan ahead and mark your calendars for exam dates listed in the syllabus. Please do not schedule appointments (e.g., doctor) on exam days.

Two exceptions to this rule:

- 1) If you complete the process outlined by the Office of Curriculum Systems (<http://www.curriculumsystems.uga.edu>), verifying that you have another final exam scheduled for the same time or three final exams scheduled on the same day; or
- 2) If the Office of the Vice President for Student Affairs verifies that you have a family emergency or personal illness that impedes your ability to take an exam.

If you arrive late for an in-class exam, you will be allowed to take the exam provided that no student has left the classroom. However, you will not be given any extra time to complete the exam (when the scheduled class period ends, you must hand it in).

Attendance Policy

Class participation is important for this course. I will not deduct any class participation points for up to five (5) absences, providing that you notify me of your absence ahead of time by e-mailing me at pppeev@terry.uga.edu. If you do not inform me of any absence, your grade will be negatively affected. If you miss six (6) classes, your final grade will be reduced by one full letter grade. If you miss more than 6 classes, I reserve the right to administratively withdraw you from the class with a failing grade. Generally, if you know that you are going to miss more than 5 classes, you should not be registering for this course! Class attendance will be taken daily.

Also please note that I will offer the following bonuses for exemplary class attendance:

- If you NEVER miss class, for any reason, you'll earn an additional 3 pts on your final grade
- If you miss 1 class, for any reason, you'll earn 2 pts on your final grade
- If you miss 2 classes, for any reason, you'll earn 1 pt on your final grade

Please note that attendance means arriving on time. If you are running late (which obviously happens in the real world too), please enter as unobtrusively as possible. If you miss a significant amount of class time (e.g., a class exercise), you will not get credit for attending that day.

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 course syllabus is only a general plan for the course, and deviations to this syllabus may be necessary (these may apply to course sequence, grading issues, material to be covered, etc.)...in fact, I can almost guarantee at this point that some things will change, and possibly significantly.

I will be asking for detailed feedback on your opinions of how the class is going at about the mid-term point. Changes to the syllabus/course material/calendar may occur based on this feedback.

Please note that students are responsible for keeping up with all assignments, even if you miss a class in which the assignment was announced. Please check the WebCT course site frequently for announcements and revisions to the syllabus and overall class calendar.

COURSE ASSIGNMENTS AND DUE DATES