

International Marketing
MARK 4700
Course Syllabus

TERM	Fall 09	
INSTRUCTOR	Name	Dr. Roberto (Bobby) Friedmann
	Office	121 Brooks
	Phone	706-542-3768
	e-mail	bfriedmann@terry.uga.edu

OFFICE HOURS

Tuesdays and Thursdays, 11:00 to 12:15, or by appointment

REQUIRED TEXT AND COURSE MATERIAL

International Marketing, by Cateora, Gilly and Graham, 14th Ed.

COURSE DESCRIPTION

This course serves as an introduction 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 Any student not meeting prerequisites will be administratively withdrawn from the class.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, you 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

PRINCIPAL COURSE ASSIGNMENTS and GRADING POLICY

There are several issues you should note:

- 1) You are expected to study all assigned chapters prior to covering them in class. Your textbook is quite good, and very clear. Consequently I will not lecture from the material in the book. It is your responsibility to be familiar with that material. We will cover the material via the questions at the back of each chapter. At the same time, you are strongly encouraged to ask questions about it at the beginning of each class session in case you have any doubts.
- 2) Your participation in class discussions will be measured in terms of insight, interest, and consistency throughout the term. Therefore, indiscriminately "shooting-off at the mouth" is of absolutely no value whatsoever.
- 3) From the above points, you should already realize your attendance to all class sessions is highly recommended. PLEASE SEE BELOW ATTENDANCE POLICY SECTION.

My teaching style is relaxed and fairly easygoing, though demanding and professional. Do not mistake a relaxed class atmosphere with this being a "pud" course. You should though, feel free to question your peers' opinions and points of view, as well as mine, with and within the same professional manner with which you will be treated. (In other words, DO try to behave like grow-ups).

Disruptive and/or inappropriate class behavior will not be tolerated, and dealt with according to UGA policies.

GRADING:

Your grade will be determined as follows:

EXAM I	=	30%
EXAM II	=	30%
EXAM III	=	30%
Class Participation	=	<u>15%</u>
		105%

I do not "curve" exam scores or final grades. You should thus always strive toward maximizing your performance along all the established criteria. Also, note an extra 5% of the grade is designed to adjust for any subjective error on my part.

You are expected to read the internationally related articles in Business Week (online will be the appropriate way to do so), and be ready to discuss them every day. PLEASE NOTE this refers to all international marketing related issues that appear in it. It is suggested you print them, and bring them to class, or organize a folder, or any other procedure that will help you remember what you read three days ago, or even last week.

You are expected to be fully prepared for class at all times. That means: having read the corresponding chapter in the textbook, having reviewed the preceding ones, and read BW. Feel free to ask at the beginning of every session any questions about the material that you may have.

Your class participation grade is NOT based on a 90%, 80%, 70%, 60% criteria (i.e., A, B, C, D, F). It is a TOTALLY subjective score along the entire corresponding points; so, if you have absences and/or little or no participation you can indeed get 0 points out of the total points available. If for any particular reason you are unable to prepare the work for any given class session, I want you to let me know so before class starts. That way, I won't "get on your case" in front of everyone else.

Exams consist of multiple-choice questions. I can assure you that if in preparing for them you try to memorize and not fully understand concepts, your performance will be, at most, poor.

The schedule for the material to be covered is, **in principle**, as follows:

Exam I will cover Chapters 1 through 7 (skip 2)

Exam II will cover Chapters 8 through 14 (skip 10)

Exam III will cover Chapters 15 through 19

I reserve the right to change the material to be covered for each exam, as well as other issues that would affect grading. I will discuss any changes during class time, with reasonable lead-times.

You should feel free to come to my office at any appropriate time and discuss with me your grades. This is NOT to be interpreted as a negotiating session, but as a feedback session. Be bright enough not to wait until the last week of classes to do so. By then it is too late!

EXAMINATION MAKE-UP POLICY

There are no makeup exams. If you miss one exam, your score will be an adjusted score determined by: your other grades, as well as the grades of the rest of the class for the exam that you missed. You will **NOT** benefit from missing or skipping an exam. **(If you miss any two (2) exams, you WILL fail the course.)**

ATTENDANCE POLICY

If you were to have four or more absences (with or without justification), I reserve the right to reduce your final grade by one full letter grade. With 5 or more absences, I reserve the right to administratively withdraw you from class with a failing grade. If you arrive late to class, it is your responsibility to let me know that you are there, and/or see if I marked you present, right after class concludes.

ACADEMIC HONESTY POLICY

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should see me or Ms Connie Autry in the Marketing Department during regular office hours or by appointment, to make the necessary arrangements.

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class may be necessary.