

# International Marketing

## MKTG 4300

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**Instructor:**

Mr. Joe Pirozzi

**Mail Address:**

**Office:**

**E-mail:**

**Office Phone:**

**Office Hours:**

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**NOTE:** *Please read all the information contained in this syllabus. Each student enrolled in this course is expected to be fully aware of all course policies.*

### **Course Reading Material:**

*Global Marketing:* by Warren Keegan and Mark Green, 7<sup>th</sup> edition, Published by Pearson,  
ISBN 978-0-13-271915-5

Any additional articles assigned by the instructor.

**Course Prerequisite(s): Introduction to Marketing Strategy (MKTG3000)**

**NOTE: Students with Disabilities:**

The Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 mandate that faculty provide reasonable accommodations to students with documented disabilities. Students who believe that they have a covered disability should contact the Office of Disability Services for Students located in the Student Health Center and schedule an appointment with the instructor within the first week of the semester. Students who fail to initiate a meeting with the instructor in advance may forfeit opportunities for accommodation.

**The Syllabus:**

**Similar to an employee handbook, this syllabus is a complete guide to this course. It contains virtually everything you need to know about how to succeed in this course this semester.** Make sure you read it carefully at the onset of the course and consult it throughout the semester whenever you have questions regarding class policies and procedures. Transfer deadlines to your personal calendar now so you can prioritize your activities effectively as the semester progresses.

**Note: questions on the Syllabus may appear in the tests throughout the semester so please make sure you review and digest its contents.**

**Course Overview:**

We will explore moving from a National Marketing approach to a Global Marketing Strategy with the competitive advantages and challenges in making the transition. **In addition, we will discuss current International Business activities as they relate to the global market and the ever changing political environment. Therefore, this course will also focus on in-depth studies of International Business as it is integral in conducting most all aspects of International Marketing.** In doing so, we will not only examine the more traditional countries of Western Europe but will also look at the emerging markets such as BRIC, Brazil, Russia, India, and China. We'll consider several cultural considerations when evaluating the impact on business strategies. We'll share Best practices and Lessons Learned in business and discuss their validity and application. Periodically, industry executives will be invited to share their thoughts, ideas, and the ingredients to success in their careers.

**The subject matter covered is as follows:**

- **Introduction to Global Marketing**
  - Importance of global marketing, management orientations, and forces affecting global integration
- **Global Economic Environment**
  - Economic systems, market development, balance of payments, and trade
- **The Trade Environment**
  - WTO and GATT, preferential trade agreements, and country and regional agreements
- **Social and Cultural Environments**
  - Society and culture, high and low context, self-reference criterion, and implications
- **Political, Legal, and Regulatory**
  - Political environment, international law, business issues and conflict resolution
- **Global Information Systems and Marketing Research**
  - Information technology, marketing information sources, and market research
- **Segmentation, Positioning, and Targeting**
  - Global market segmentation, choosing target markets and options, and positioning
- **Importing, Exporting, and Sourcing**
  - Export selling and marketing, tariffs, financing and payment methods, and sourcing
- **Licensing, Investment and Strategic Alliances**
  - Licensing, investment, strategic partnerships, and market expansion strategies
- **Brand and Product Decisions**
  - Product and branding concepts, strategic alternatives, and new products
- **Pricing Decisions**
  - Pricing objectives and strategies, environmental influences on pricing, pricing policy alternatives, gray market, dumping, transfer pricing and countertrade
- **Global Marketing Channels and Distribution**
  - Establishing channels and intermediaries, supply chain and logistics
- **Global Marketing Communications Decisions and Sales**
  - Sales promotion, personal selling, forms of marketing communications, and the sales cycle
- **Understanding Social Styles**
  - Understanding the relevance and importance of social styles, determining individual styles, and recognize and adapt to others

In addition, the students will be involved in a semester long team project where they'll have an opportunity to research, compare, and understand cultural norms and differences in various countries (see **CIMBA Class Project**)

# International Marketing

## MKTG 4300 Class Schedule

Session 1:	Class Expectations / Semester Plan / Project Review
Session 2:	C-1 Intro to Global Marketing
Session 3:	C-2 Economic Environment
Session 4:	C-3 Global Trade Environment
Session 5:	C-4 Social & Cultural Environments
Session 6:	<b>Test 1</b> / C-5 Political, Legal, & Regulatory
Session 7:	C-5 Political, Legal, & Regulatory
Session 8:	C-6 Global Information System
Session 9:	C-7 Segmentation, Targeting, & Positioning
Session 10:	<b>Test 2</b> / C-8 Importing, Exporting, Sourcing
Session 11:	C-8 Importing, Exporting, Sourcing / C-9 Market Entry Strategies
Session 12:	C-9 Market Entry Strategies
Session 13:	C-10 Brand and Product Decisions
Session 14:	<b>Test 3</b> / C-11 Pricing Decisions
Session 15:	C-11 Pricing Decisions / Project Review
Session 16:	C-12 Channels and Physical Distribution
Session 17:	C-12 Channels and Physical Distribution
Session 18:	C-14 Communications and Sales Promotions
Session 19:	Social Styles / Project Presentations
Session 20:	Project Presentations
Session 21:	<b>Test 4</b>

**Adjustments to Course Schedule:** Case discussions and other material will be interspersed throughout the semester and the Instructor reserves the right to adjust the Course Schedule as necessary to meet the changing needs of the class.

### **Course Objectives:**

The objectives in this course are simple and straightforward. In addition to learning the impact on the world's economy through globalization, we will focus on the skills necessary to advance the professional life of each student enrolled in the class, i.e. help prepare you for your working career. These are, namely, global awareness, understanding cultural differences, enhancement of creativity skills, sharpening of critical thinking skills, promotion of pertinent business skills and an overall focus on interpersonal interaction. **Therefore, another primary goal is to help you become business savvy and to assist you in preparing for the next phase of your life of moving into the working world and developing a career.**

The success of the above objectives depends heavily on both professor and student being prepared for each day's lecture so your commitment to timely completion of the reading assignments is essential. An interactive classroom environment is much more conducive to the learning process than a straight lecture approach (and potentially more interesting as well). **Students are responsible for their own learning in this course. The instructor's responsibility is to provide the opportunities for learning. In addition, the student is expected to be personally responsible and accountable taking ownership of their actions and results as is typically found in the business environment**

### **E-Mail Communication:**

Outside of the classroom and office hours, my preferred method of communication is via e-mail. I will often use e-mail to communicate any information pertaining to the course. To facilitate interactive/effective communications and class updates, I will use your UI address for class E-mail correspondence.

### **Method of Instruction:**

The training approach is multi-faceted and includes lecture, participant interaction, 'Best Practices', role play, parody clips, life experiences, team project, and hands-on workshops. Also, throughout the training, Cultural differences in conducting business in different countries will be highlighted periodically. Emphasis will be placed on 'lecture/discussion' with the students encouraged to participate in all discussion topics. For learning to occur through these methods, we must each be prepared for class and discuss the various issues that are raised. Textbook readings consist of all of the subject material in each chapter. I will endeavor to cover the major areas from the assigned readings in class; but, ultimately, the responsibility is on the student to read the relevant text material before each class. Class lectures will cover information that is supplemental to that found in the text. All material covered in class, either the textbook, discussion, or lecture, is material that may be included on examinations. Note some of the material covered in class may not necessarily be found in your textbook.

### **Attendance Policy**

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/2 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Istituto Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

### **Saturdays:**

Due to the extensive amount of travel time incorporated into the CIMBA Undergraduate program, we may have to have a few Saturday classes to ensure that we have the appropriate amount of class sessions (per UI regulations). These Saturdays have NOT been confirmed yet, however they will be by the end of the first week of classes. Note that these Saturday classes will NOT be during any of the CIMBA scheduled travel breaks.

### **Tests:**

Four non-cumulative tests (see points for each under 'Grading') are scheduled in this course. Examinations will be comprised of short answer and thought provoking questions. Short answer questions will assume that you understand all concepts previously covered. Questions will be limited to material covered in both the text and lecture since the previous exam. No one will be allowed to take an exam 15 minutes after the start of the exam or after the first person leaves, whichever occurs first, so be on time! Grades will be posted online as soon possible after the completion of the test.

### **Grade Appeal Process:**

**Examination forms are not returned to students upon completion of the exam.** Students can review their graded exam during office hours within 2 weeks of when the test grade is posted. Students may formally appeal any questions that they think were incorrectly graded. Disagreements with an exam grade must be in written form specifically stating why I should reconsider your grade and should be presented to me within 48 hours of when the test is reviewed. I will inform you in writing (via e-mail) of my decision regarding your appeal. There will be no appeals for the final exam.

### **Make-Up Examinations:**

For students who miss an exam for any legitimate reason (as per CIMBA guidelines including university sanctioned activities, illness, etc.) and if the instructor is notified prior to the start of the test, a makeup will be given at a time scheduled with the instructor but typically no later than the next scheduled class. If the student does not satisfy these two requirements, i.e. legitimate reason with documentation submitted at the very next class along with prior Instructor notification, the student will receive a 0 for the test and a make-up will not be given. If a second exam is missed for any reason, the student will receive a 0 for the second missed exam and an F for the course. Changes to the make-up exam schedule can only occur via approval of the instructor.

Make-up exams will not necessarily be in the same format as the examination administered to the general class. The question composition of the make-up exams, e.g. essay, is at the discretion of the instructor. **There will be no make-ups scheduled for the final examination.** Life goes on outside of the classroom and I will do everything within reason and within this stated make-up policy to accommodate those students who legitimately miss a scheduled exam. I reserve the right to verify all requested absences.

### **Homework:**

Consists of reading ahead the chapter for the next class. You will be expected to participate in class discussion on the material that is contained in the respective chapter. In addition, each student will be assigned a Chapter case or question which is to be completed, machine typed hardcopy, presented to the class, and submitted when scheduled. **NOTE: Cases/questions will not be rescheduled and are expected to be submitted the day it's due. Failure to submit your correct typed homework as per the schedule will result in the loss of the associated points. Homework points will be posted at the end of the semester.**

**CIMBA Class Project:** Every student will participate in the project as outlined below:

Throughout the semester, the Instructor will present key considerations in doing business in a respective country to include but not limited to Selling, Tipping, Gift Giving, Perception of Women in Business, Communication Styles, Business Hours, etc. Each student will participate in a team of two to five (2-5) students who will then develop a similar marketing template describing the many cultural aspects that play a part in doing business in their respective country(s) selected by the team. The team project will be graded on its presentation, content, substance, and accuracy. Teams will be formed early in the course and are not subject to change. Team members should deal with any intra-team differences with the Instructor only getting involved in extreme circumstances. Each team member must submit all required documentation to the instructor by the assigned date and time. Tardy or incomplete submissions will result in a reduction in the final grade of the project for all team members. Project details will be distributed in class.

## Grading

Exam #1	100 points	
Exam #2	100 points	
Exam #3	100 points	
Exam #4	100 points	
Team Project	100 points	
Class Participation	90 points	
Assigned Homework	<u>10 points</u>	(To be typed and submitted on time)
<b>Total Points</b>	<b>600 points</b>	

Total Points	Letter Grade
582 and above	A+
558 – 581.9	A
540 – 557.9	A-
522 – 539.9	B+
504 – 521.9	B
480 – 503.9	B-
462 – 479.9	C+
444 – 461.9	C
420 – 443.9	C-
402 – 419.9	D+
384 – 401.9	D
365 - 383.9	D-
Below 365	F

**Note:** If you are actively applying yourself in this course and are having difficulty in achieving your course grade objectives, please consult with me as early as possible. I will help to identify your strengths and weaknesses in the course work in an effort to boost your achievement level. **The final days of the semester are not a prudent time to solicit help and therefore I will not entertain grade appeals during the last few weeks of the end of the semester. Grades in this course are based on student performance and applied effort throughout the entire semester.** I do not "curve" grades, nor allow individual students opportunities for additional "extra credit" not provided in advance to all students. While I will do everything possible to help you succeed in this course, each student's grade is ultimately their own responsibility.



**Redistribution of Class Materials:**

All materials generated in this course are copyrighted. As such, materials cannot be reproduced without permission from the instructor, the applicable publisher or any guest speaker. Summary reproductions in either print or electronic form (e.g., via the Internet) are legal yet undermine an *open* classroom environment and will result in more formal, less informative and less frank lectures and guest speeches.

**Cell Phones and Laptops:**

Use of electronic devices during class is not allowed. Any use of cell phones will not be tolerated during class and are to be **turned-off when entering the room**. The first time a student violates the policy will result in a warning, the second time the student will lose 25 points off their end of semester total points, asked to leave the room, and will be marked absent for the day, and the third time the student will receive an F for the course.

**Code of Honor:**

Each student is expected to abide by the University's Code of Student Conduct.

**Adjustments to Course Schedule:**

As instructor, I reserve the right to adjust the Course Schedule as necessary to meet the changing needs of our class.

**Students with Disabilities:**

The Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990 mandate that faculty provide reasonable accommodations to students with documented disabilities. Students who believe that they have a covered disability should contact the Office of Disability Services for Students located in the Student Health Center and schedule an appointment with the instructor within the first week of the semester. Students who fail to initiate a meeting with the instructor in advance may forfeit opportunities for accommodation.

