

**International Marketing (MKTG4300)**

CIMBA - Paderno del Grappa, Italy

Spring 2015

**Your Instructor:** Prof. Michele Chiariello  
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**Office hours:** by appointment in CIMBA office.

**Course Description**

In this “International Marketing” course we’ll explore moving from a National Marketing approach to a Global Marketing Strategy with the competitive advantages and challenges in making the transition. 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) and Africa. 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. Since Internet and Mobile technology are largely influencing overall marketing evolution, we’ll constantly see the integration of traditional approaches and innovation in the Marketing framework.

**Course Objectives**

This class will give you the skills and knowledge you need to understand and function in all roles that are related or interact with international Marketing and that are impacted by Globalization on Marketing and more in general on Society and Economy. Students will also develop skills to recognize, analyze, and evaluate marketing problems encountered in global business operations. These competencies will be built via both discussions related to key International Marketing topics in class as well as through case analyses, presentations, and discussions. These competencies are, namely, Global Awareness, understanding Cultural Differences, and enhancement of Creativity Skills, sharpening of Critical Thinking skills, promotion of pertinent Business Skills, overall focus on Interpersonal Interaction and finally Strategic Thinking. The course will have a specific focus on students in order that they become business savvy and prepared for the next phase of their life of moving into the working world and developing a career.

- Importance of global marketing, management orientations, and forces affecting global integration
- Relevance and importance of social styles, determining individual styles, recognize/adapt to others
- Economic systems, market development, balance of payments, and trade
- WTO and GATT, preferential trade agreements, and country and regional agreements
- Society and culture, high and low context, self-reference criterion, and implications
- Political environment, business issues
- Export selling and marketing, tariffs, financing and payment methods, and sourcing
- Licensing, investment, strategic partnerships, and market expansion strategies
- Global marketing Mix
- Product and branding concepts, strategic alternatives, and new products
- Pricing objectives and strategies, influences on pricing, pricing policy alternatives
- Establishing channels and intermediaries, supply chain and logistics
- Sales promotion, personal selling, forms of marketing communications, and the sales cycle

**Statement of Teaching Philosophy**

My objective in teaching this course is to introduce you to the fundamentals of International Marketing and make it as interesting and applicable as possible, through my extensive 20+ years of hands-on, corporate Marketing and Entrepreneur experience, I plan to incorporate many of the things that I learned into our discussions. My first and foremost expectation is that you will study and understand the reading assignments and come to class prepared to discuss the material covered in each chapter. Time limitations make it impossible for me to cover every point in the chapter. The parts of the text that are not mandatory for the tests will be clearly stated in class and on ICON. All the rest of the text material, even if I do not cover the material in class, and topics covered In Class Simulations and Activities (I.C.S. and I.C.A.) will be potentially part of tests. Ask questions if you would like clarification on a specific point. Groups and Groups Assignments will be an occasion to learn both class topics and work interaction environment.

## Course Materials & Resources

Required Text is: International Marketing 16<sup>th</sup> edition: by Philip Cateora | Mary Gilly | John Graham, Published by MaGraw Hill, ISBN 978-0-07-352997-4.

Additional articles and Cases assigned by the instructor.

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

## Class Schedule

We will cover lecture topics in the following sequence. I reserve the right to modify this schedule according to class progress. Students will be notified of any changes in class. In addition to the text chapters, the assigned readings and other material provided, a number of Class Activities and Simulations will be a part of your course pack.

I.C.A. = In Class Activity (in Groups or Individual) I.C.S. = In Class Simulation (in Groups or Individual)

## Grading

a) Exam 1 (Mid Term) [may be substituted with Country analysis assignments]	200 points
b) Exam 2 (Final)	200 points
c) International MKTG Project (Individual Semester Assignment)	200 points
d) Article summary and presentation (Group Assignment)	200 points (100 +100)
e) Class participation and individual presentation of MKTG Project c)	100 points (50 +50)
f) I.C.S. and I.C.A. (individual assignments and class Tests)	<u>100 points</u>
	1000 Total points

Course grades will be approximately distributed according to the recommended guidelines of the Marketing Department at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. Final grades will be by percentage, following customary scales: 98.00+ = A+; 92.00 – 97.99 = A; 90.00 – 91.99 = A-; 88.00 – 89.99 = B+; 82.00 – 87.99 = B; 80.00 – 81.99 = B-; 78.00 - 79.99 points = C+; 72.00 – 77.99 = C; 71.99 - 70.00 = C-; 68.00 – 69.99 = D+; 62.00 - 67.99 = D; 60.00 – 61.99 = D-. F = below 60 points. *I may assign some extra-points to valuable students who are working hard but may be in a "less performing" group. In order to have access to extra points you need to clarify this status on your group to me before the end of week 9. We'll do our best to solve the issue and possibly enable group potentials before going into extra points evaluation.*

<b>Part One-An Overview</b>
<b>Chapter 1:</b> The Scope and Challenge of International Marketing
<b>Chapter 2:</b> The Dynamic Environment of International Trade
<b>Part Two-The Cultural Environment of Global Markets</b>
<b>Chapter 3:</b> History and Geography: The Foundations of Culture
<b>Chapter 4:</b> Cultural Dynamics in Assessing Global Markets
<b>Chapter 5:</b> Culture, Management Style, and Business Systems
<b>Chapter 6:</b> The Political Environment: A Critical Concern
<b>Part Three-Assessing Global Market Opportunities</b>
<b>Chapter 9:</b> Economic Development and the Americas
<b>Chapter 10:</b> Europe, Africa, and the Middle East
<b>Chapter 11:</b> Asia Pacific Region
<b>Part Four-Developing Global Marketing Strategies</b>
<b>Chapter 12:</b> Global Marketing Management: Planning and Organization
<b>Chapter 13:</b> Products and Services for Consumers
<b>Chapter 15:</b> International Marketing Channels
<b>Chapter 16:</b> Integrated Marketing Communications and International Advertising
<b>Chapter 17:</b> Personal Selling and Sales Management
<b>Chapter 18:</b> Pricing for International Markets

## Brief Description of Assignments

### a) and b) Exams

No multiple choice but open questions and summarizing exams

### c) International MKTG Project (individual semester assignment)

This individual project is designed to encourage you to think about experience and reflect upon differences between European cultures (as sampled in Italy and any other countries you may travel to during this period of time inside and outside the E.U.) and your own culture back home.

For this assignment, each student is requested to maintain a “**Field Journal**” documenting his/her trips: exposure to different places and aspects of the European cultures/habits you travel to, and the analysis of the difference of how a product of your choice is marketed in Europe compared to your home country (a good analysis of the Marketing Mix). In the course package there is a guideline document of the Field Journal with a list of items to evaluate.

Moreover you’ll take note of any relevant information that has to do with business and/or marketing issues that you come across during any organized visits arranged by CIMBA should also be included in your journal.

During your staying in the E.U. keep observing anything and everything you can about your surroundings. Remember, the more details you include in the journal, the easier it will be for you to write the paper, and the more you will learn about international business issues. As you note various observations while in Europe, feel free to reflect upon how these things differ from what you are accustomed to your home country. Keep observing, comparing, and thinking. Any and all differences you can observe and document are encouraged for this assignment. If necessary call home and ask to grab data for you on some products (pics, prices, etc.)

Each student will write the International MKTG project paper as part of the class grading requirements (200 points). The paper should not exceed six text pages (11 point font, 1.5-spaced) plus any attachments pages, such as drawings, pictures, graphs, tables, packaging, products etc. and should summarize your work and analysis on both Countries and Product/s, what you observed and how these general and specific elements of the European cultures differ from your home country.

Project grading will be based on the quality of the paper and the amount of good data provided. My assessment of the quality of your paper and consequent grading will be based on (1) how well you articulate your observations during the trips, (2) how thoroughly you compare and contrast business-related observations in Europe to those back in your home country, (3) the level of analysis you propose on the chosen product to study, and (4) how well the paper is written (i.e., free of typos and grammatical errors, broken down into logical sections and thoughtful flow of relevant information from one section to another, not repeating the same concept many times etc.). Apart from these general guidelines, you have a lot of freedom in terms of how you want to organize the content of your paper.

End of Term Papers are **due in class during the second last week of the course** and a short (10 minutes) individual presentation will be required with PPT and Multimedia support.

The quality of your speech/presentation will be part of the class and individual grading/evaluation e).

### d. Article Summaries and Discussions in Class (Group Work)

Students will work with their group members to briefly summarize the group assigned article (there are a few articles that are part of the readings for this course, each group will be assigned with one article). Students are requested to read ALL ARTICLES and be ready to discuss them in class, but the group work will be only on the assigned one with a written Summary and in class Presentation complete of PPT and Multimedia as follows:

**d.1) Article Summaries:** four pages text pages (11 point font, 1.5-spaced) plus any attachments pages as summary of the assigned article focusing on the key learning points in the article and additional investigations and researches done. (Due on dates that will be provided in class).

**d.2) Article presentation and discussion in class:** all groups will be familiar with all the readings. During those presentation/discussion sessions, after the assigned group have finished the article presentation, I’ll randomly call on different students to ask good questions and start class discussion on main issues.

Everyone needs to have read the articles so we can have a good discussion in class, failing in this will impact on e) and f) grading for students who are not prepared in all articles.

### Professionalism:

Students are expected to come to class on time prepared to actively and thoughtfully discuss the day’s topic. The level of participation of the students greatly affects the quality of the class, and, as such, students are expected to assume an active role in classroom learning. Early departures, personal conversations, snoozing, checking cell

phones, and attention to materials not related to the class will not be tolerated, as these behaviors detract from the overall class atmosphere. No electronic devices, including laptops, tablets, or mobile phones, are allowed to be visible once class begins, unless they are permitted for use in a class exercise.

### **Course Policies:**

All course policies listed below are governed by the Henry B. Tippie College of Business, the University of Iowa.

### **Accommodating Students with Disabilities/Academic Accommodations**

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski ([shannon-lizakowski@uiowa.edu](mailto:shannon-lizakowski@uiowa.edu)) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

### **Absence 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 Office 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.

### **Grievance Policy**

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu)). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

### **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu).

### **Academic Misconduct**

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.