

International Marketing (MKTG4300)

CIMBA - Paderno del Grappa, Italy

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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. We’ll apply what we learn to some high potential and high interest growing markets, in particular the B.O.P. ones.

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 articles, 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 resilient to uncertainty, 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
- A closer look at U.N. Millennium Goals, W.E.F. Competitiveness Index 12 Pillars analysis, Human Development index, Transparency indexes and Hofstede’s cultural indexes and their application to some potential markets analysis.
- Export selling and marketing, tariffs, financing and payment methods, and sourcing
- Licensing, investment, strategic partnerships, and market expansion strategies
- Global marketing Mix with focuses on: Product and branding concepts | Pricing objectives and strategies, influences on pricing, pricing policy alternatives | Establishing channels and intermediaries, supply chain and logistics | Sales promotion, forms of marketing communications.

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 chapters. 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 16th edition: by Philip Cateora | Mary Gilly | John Grahm, 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). This prerequisite is suggested for a deeper understanding of the second part of the course. It is also possible to access to this course if you are following Intro to Marketing Strategy course in the same semester. In any case some basic Marketing concepts will be quickly reviewed during classes in order to create a common ground.

Grading

a) Exam 1	200 points
b) Exam 2 (Final)	200 points
c) International MKTG Project (Individual Semester Assignment)	200 points
d) Readings and Attachments Surveys (Group Assignments)	50 points
e) Articles, Case studies, Project presentations (Individual/Group Assignments)	150 points (50+50+50)
f) Class participation (active, not limited to being in class! No use of phones)	50 points
g) B.O.P. (Base Of the Pyramid) and Country Analysis assignments (individual)	100 points
h) I.C.S. and I.C.A. (Individual Assignments and class Tests)	<u>50 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; 86.00 – 91.99 = A-; 80.00 – 85.99 = B+; 74.00 – 79.99 = B; 68.00 – 73.99 = B-; 62.00 – 67.99 = C+; 56.00 – 61.99 = C; 50.00 – 55.99 = C-; 44.00 – 49.99 = D+; 38.00 – 43.99 = D; 32.00 – 37.99 = 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.*

Class Schedule

We will cover lecture topics not necessarily in the following sequence. I highly value the acquisition of a great picture and of properly link and interconnect most of the topics we'll discuss in class. Self awareness of S.R.C. (Self Reference Criteria) is a key to learn faster and to visit European countries bringing home a collection of excellent experiences and unbiased knowledge. At a first glance the logical sequence is from Chapter 1 to 18 as shown in the following table but I reserve the right to change the sequence according to student stimuli and class needs. Students will be notified of any changes in class. In addition to the textbook chapters, we'll use Articles, Cases, Excerpt of Publications of global organizations, specific web tools, Videos and other material provided in class. A number of Class Activities, Simulations and Assignments will be a part of your educational program.

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

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

Brief Description of Assignments and grading criteria

Exams [a), b)] No multiple choice but open questions, summarizing and interconnecting concepts of the program and personal experiences. This Course exams are Open Book Open Notes (only Textbook and Course Pack are allowed) to underline the fact that refined and critical thinking with proper content is highly valued. In order to reach a good level you'll need to actively participate to classes and become familiar with the subjects and tools we'll use.

International MKTG Project (individual semester assignment) [c)]

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. During your staying in the E.U. keep observing anything and everything you can about your surroundings. Remember, the more details you take note and document, 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). You are engaged by a company to evaluate their actual positioning in Europe and find a new potential market (any country in the world except U.S./Canada). Step by step guide that can be summarized as follows:

- 1) Choose one Product and a Company name.
- 2) Evaluate different E.U. / non E.U. countries as possible alternatives for your project. Do a synthetic, but focused to your product, country analysis for each alternative in order to find the reason why to choose the one you think is the best and motivate your choice. If you travelled over those countries your notes will be very useful!
- 3) Compare the product you choose as it is in the U.S. and in the European countries you are evaluating and do it in more detail in the country where you are going to develop your project.
- 4) Do a detailed Country analysis of the selected Country (U.S. and Canada are not allowed), consider that you are analyzing a market for a specific product, so find and deliver sensible data and information.
- 5) You should be ready to write **“Document 1” Country Analysis** where you are supposed to report the findings and data of the above points, define the positioning and differentiation of the product in the analyzed countries and define the best potential Country/Market. At the end of this document do state final Country/Market choice with statements with good reasoning.
- 6) Choose one Marketing Objective that your boss may assign to you. It can be for example one of the following: a) enter into the new country; b) enlarge actual market share in that country; c) introduce a new product; d) other.
- 7) In order to prepare **“Document 2” Marketing Plan**, you can follow the basic steps that will be reviewed and lectured in class and to refer to textbook page 599 -601. Do not be superficial in this part!
- 8) You should be ready to start to work on “Document 2” the Marketing Plan from mid semester on.

Deliverables (use 11 point font 1.5 space):

- Document 1: Country Analysis -> about 5 text pages including graphs and data tables
- Document 2: Marketing Plan -> about 6 text pages plus separate annexes with pictures

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 and analysis, (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.

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

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

Assignments Summaries and Discussions in Class (Group Work) [d], e]

All students are requested to read **all articles** and **all assignments** and be ready to discuss them in class and to get graded tests on them on the due dates. Students will work with their group members to briefly summarize the group assigned materials while the other students will read them individually (there are a few articles, Cases and other Texts that are part of the readings for this course, each group will be assigned with some works to present to class). The written Summaries and in class Presentation complete of PPT and Multimedia are as follows:

Summaries [d]]: each group will submit a three pages survey (1.5 space typed, 11 point font) for each assigned work focusing on the key learning points and outlining connections to real life examples and some references to course program and additional investigations and researches done. (due on dates that will be provided in class).

Presentations and discussions in class [e]]: 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 [f]].

Presentations guidelines will be provided at the beginning of the course.

After the presentation a short test may be submitted to the class [h]].

Class Participation [f]]

Grading in class participation is related to the level of interest that students manifest during all activities in class, it is not limited to being in class, but to participate to class discussions and be receptive during lectures. No use of smartphones tablets and computers is allowed in class unless requested for the class activities, therefore using one of those devices - even if hiding them – has a negative impact on Class participation grade that is a full range grade from 0 to 50 points. Reading or studying other topics during class is not impacting positively to this grade.

Asking smart questions, relevant to the covered topics, bringing good examples, being on time and efficient in class logistics, showing true interest and involvement are all positively impacting the class participation grade.

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 [f]]. 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 [f]], unless they are requested 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) 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 1/3 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). 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, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or 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. If I determine that any assignment was not written solely by the student whose name is on the project, the student will receive a zero (0) for the assignment and may receive an "F" for the class. All incidents of cheating will be reported to the Senior Associate Dean and the student may be placed on disciplinary probation for the remainder of his or her enrollment at the University of Iowa. Honor Code for the Tippie College of Business will determine the appropriate appeal process.