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## Course Description

In this “International Marketing” course we’ll explore moving from a National Marketing 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 also other interesting markets such as the BRIC (Brazil, Russia, India, and China), Africa and we’ll take a close look at some high potential and high interest growing markets, in the B.O.P. (Base Of the Pyramid). 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 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.

### **-> To estimate potential demand and to evaluate the most suitable approach to a market we’ll see:**

The PESTCL framework (Political, Economic, Social, Technological, Competitive and Legal).

Political environment, business issues.

Economic systems, market development, balance of payments, and trade.

Relevance and importance of social styles, determining individual styles, recognize/adapt to others.

Society and culture, high and low context, self-reference criterion.

Importance of global marketing, management orientations, and forces affecting global integration.

WTO (ex GATT) preferential trade agreements, and country and regional agreements implications.

A closer look at 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.

### **-> For a better view of the strategy tools and skills we’ll see:**

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.

A revision of the “one-country” marketing tools to extend them in the strategic choices for the international approach. The rise of the global consumer.

### **-> For a good overview of the options for global expansion we’ll see:**

Export selling and marketing, tariffs, financing and payment methods, and sourcing, licensing, investment, strategic partnerships, and market expansion strategies.

## Statement of Teaching Philosophy

My objective in teaching this course is to introduce you to the fundamentals of International Marketing and make it interesting and applicable bringing a hands-on approach and my extensive 20+ years 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 will be potentially part of tests. Please do not refrain from asking questions if you would like clarifications on specific points. Groups and Group Assignments will be an occasion to learn both class topics and work interaction environment. Presentation skills are also a nice in class training.

## Course Materials, Resources and Prerequisites

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

Additional articles and Cases assigned by the instructor.

**Course Prerequisite(s):** Introduction to Marketing Strategy is prerequisite, for a deeper understanding of the course. It is also possible to access to this course if you are following Intro to Marketing Strategy course (MKTG3000) in the same semester. In any case some basic Marketing concepts will be reviewed during classes in order to create a common ground.

## Grading

a) Exam 1 (1 hour)		150	points
b) Exam 2 (1 hour)		150	points
c) Exam 3 (Final 2 hours)		200	points
d) Essays on assigned Articles / Readings (Group Assignments)		100	points
e) Presentations (Individual on: Group Assignments   Int. Marketing Project)	50 + 50	100	points
f) B.O.P. (Base Of the Pyramid) (Individual Assignment)		100	points
g) International Marketing Project [part 1 + 2] (Individual Assignment)	100 + 100	200	points
		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.*

## Class Subjects

We will cover lecture topics not strictly in the textbook chapters' sequence. In particular Part Four "Developing Global Marketing Strategies" will accompany us since from the beginning of the course. For this reason, for some subjects we'll not use the textbook but slides and other material provided in class.

I highly value the acquisition of a great picture and of properly linking and interconnecting 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. I reserve the right to adapt the sequence of topics according to student stimuli, interests 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, specific analysis software and excel worksheets, Videos and other material provided in class.

<b>Part One-An Overview</b>
Chapter 1: The Scope and Challenge of International Marketing
Chapter 2: The Dynamic Environment of International Trade
<b>Part Two-The Cultural Environment of Global Markets</b>
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
<b>Part Three-Assessing Global Market Opportunities</b>
Chapter 9, Chapter 10, Chapter 11: we'll conduct countries analysis for a guided hands-on approach.
<b>Part Four-Developing Global Marketing Strategies</b>
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 18: Pricing for International Markets

## Assignments, Expectations and Grading Criteria

**[a), b), c) ] Exams** will be characterized by open-ended questions, where you'll be asked to summarize and interconnect some concepts of the program, including also what is in the **cases, articles** and your acquired skill to solve Marketing problems that will be submitted. A clear and complete reply with good examples from real world are the requirement for a good performance in the exams as well as to become familiar with the subjects and tools we'll use in class and the international marketing language and frameworks.

### Grading Criteria:

Clarity/completeness Key words/concepts Interpretation/comprehension Cross referencing Examples
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**[d) ] Articles and Readings Essays:** Your group will be required to submit an essay on the assigned articles and readings at due dates. Each student will work with their teammates to write an Essay of the group assigned materials while the students of the other groups will read them individually (there are a few Articles, Cases and other Readings that are part of the materials for this course, each group will be assigned with some works to present to class). **All students** are requested to read **all articles** and **all readings** and be ready to discuss them in class and to get short graded tests on them on the due dates.

**Essays** to be submitted are three pages' documents (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).

### Grading Criteria:

Overall document quality, lay-out, clearness of structure Key concepts are clearly stated and Depth of analysis Extra researches <u>outside</u> the article, properly summarized in the essay Connections to the MKTG program of the course Examples from real business life outside the article Group opinions/conclusions   overall document structure and quality
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**[e] Presentations** (of both Individual and Group Assignments) (please be ready with a PPT or PDF file in a USB Key no download or on-line documents will be welcome as the connection may be slow and time consuming).

- Each member of each group will be requested to present a portion of the group assigned Articles / Readings you can manage within your group which part to present. The group will have one common PPT – PDF presentation.

All groups will be familiar with all the readings. After one group have finished the article presentation, I'll randomly call on different students to ask good questions and start class discussion on main issues.

- International MKTG Projects are presented the **last week of the course** and a short (10 minutes) individual presentation will be required with PPT / Multimedia support.

Presentations guidelines are included in the course pack, please read them carefully and ask for help / support in case some topics are not totally clear.

Grading Criteria:

Projection, Passion + personal conclusions  
 Good connections with overall program  
 Professional / motivation / slides + time management  
 Depth of content provided  
 Nonverbal communication

**[f] B.O.P. (Base Of the Pyramid)** A data sheet of one B.O.P. country will be provided to each student with the request to analyze the country and develop a short project. Do some data analysis as we'll do in class, imagine a product that may be successful in that Country, estimate demand and International Marketing actions/issues to evaluate. Put yourself in the marketer shoes and make data driven decisions for entering that market. An additional reading, not mandatory, (about 15 pages long) is available if you are interested in a deeper understanding of the BOP markets.

Please let me know if you like to have a copy of this paper.

Grading Criteria:

Overall document quality, lay-out, clearness of structure  
 Level of data analysis  
 External researches extension /interest  
 Product choice according to the BOP readings criteria  
 Localization / standardization reasoning  
 Estimate of demand, Other issues + analysis and report (pricing)

**[g] International Marketing Project**

(Individual Assignment: Part 1 due by mid-semester, Part 2 due by second last week of the semester).

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.).

**Deliverables** (use 11-point font 1.5 space) Please do not spread data in the text use table formatting for showing data in your documents!

- Document 1 (Part 1): Country Analysis -> about 6 pages including graphs and data tables

- Document 2 (Part 2): Synthetic Marketing Plan -> about 6 pages including annexes and pictures

**Part 1 - Step 1)** look for a product or a service that exists in the U.S., or in your home country, and that is not sold in the European Market. As an alternative you can also choose a product/service that in the European Market is very much different from the one in the U.S. and you are quite sure that adopting the U.S. product version you can bring real perceived higher value for the E.U. customers (beware your S.R.C.!).

Even if this is an individual assignment you can work in a team of max two (you choose your teammate) in order to do a wider and deeper search and discuss possible ideas. In any case you are requested to finalize your work individually, submit a document that starts from the same point of your teammate and possibly goes in a different direction with your personal conclusions. We'll allocate a brainstorming session in class in order that larger groups of students can rise ideas that will help you to come up with a product selection. Use your passions and any area of products you know very well to assess the difference and during your trips be alert, take pictures and take notes on prices, packaging shops, taste etc.

**Part 1 - Step 2)** Once you've identified the Product/Service and its characteristics you'll follow the "Funnel Framework" we'll see in class. Please note that this part of the assignment must be different from your possible teammate!

Identify a minimum of three countries (if you like also outside the E.U. excluding U.S. and Canada) and do a synthetic Country Analysis for each one, aiming to get the key datasets that will support your chosen product marketing success in those countries. It is important that you look for compatible and similar key data for each country in order to compare them and make a decision on which country to choose. In order to identify those three countries, you may do a quick SWOT analysis and see which are the best candidates to focus on.

Using Kepner Tregoe D.A., make a choice on which Country you will target to. Please define the best potential Country/Market. At the end of this document do state your final Country/Market choice with good reasoning and data evidence support. If you made some assumptions, please write them down.

Do a detailed Country Analysis of the country choose on step b). Collect all possible data on the country and consumer groups in that country. Consider that you are analyzing a market for a specific product, so find and deliver sensible data and information.

**Part 2**

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! You 'll be ready to work on "Document 2" from mid semester. Grading Criteria:

<p><b>Overall documents quality, lay-out, clearness of structure</b>  <b>Part 1 step 1: Countries comparison</b></p> <p>Clearly stated project introduction and objective.</p> <p>Good and pondered product /service selection.</p> <p>Good analysis of the product in the U.S. and in the E.U.</p> <p>Data pictures or samples collected during trips or tours.</p> <p><b>Part 1 step 2: Country Choice and Analysis</b></p> <p>Satisfactory connections to the MKTG program of the course.</p> <p>Estimate of demand calculation based on data and researches.</p> <p>A good choice of the final Country with K.T.</p> <p>Good Country Choice motivations and reasoning.</p> <p>Extra researches and good reference to sources of information.</p>	<p><b>Overall document quality, lay-out, clearness of structure</b>  <b>Part 2: Synthetic Marketing Plan</b></p> <p>Intro is clear and exciting, complete and synthetic?</p> <p>Situation analysis is deep and wide (search results: graphs and tables).</p> <p>SWOT + TOWS analysis, complete and supported by data/searches.</p> <p>Objectives are well defined and coherent to overall project.</p> <p>Standardize   Localize   Global product   Local responsiveness.</p> <p>Boston Consulting Group and Ansoff matrixes + relevant strategies.</p> <p>Segments to target and more specific demand estimate.</p> <p>Marketing MIX (4Ps) Product &amp; Pricing deeper considerations are a must.</p> <p>Refer to key learning points of all the program overall.</p> <p>Your personal compelling conclusions!</p>
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**General Notes on documents and deliverables:**

- A delay in submitting the due documents will result in a loss of one third (1/3) of letter grade to the grade of that assignment, for each day of delay (including off days).
- The delivery of the documents is intended in one printed copy and, only if requested, a file -via mail.
- By the end of the course an anonymous peer evaluation form will be submitted in order to spot possible difficulties emerged in each team.

## 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 requested for use in a class exercise. 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 and both your classmates and the instructor will be graceful to you for that.

## 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 1/3 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](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.

## 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.

## 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.

## 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).