International Marketing (06M:151/MKTG4300) **Fall 2013**
Paderno del Grappa, Italy

Monday, Wednesday, Friday

Instructor: **Jessyca Lewis**
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Twitter @JessycaLewis

Office Hours:
By appointment

COURSE DESCRIPTION AND OBJECTIVES:

This course mainly focuses on developing a critical appreciation of the external forces that are increasingly shaping the marketing manager's job in the global economy. Students will learn about what is involved in making international marketing decisions including product, price, promotion, and place decisions, when and to what degree to standardize or adapt marketing programs, and when to centralize or decentralize marketing decision making. They 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.
More specifically, this course is designed to:

A. create awareness regarding international environments, and how they influence the marketing operations of firms;

B. provide knowledge about various common forms of entering international markets;

C. discuss various marketing decisions (both strategic and operational) made by firms engaged in international business.

D. utilize case studies to develop problem solving skills of students pertaining to international marketing.

Approach

You are responsible for reading and studying the assigned chapters before class. Class will begin promptly at the start of the hour, and you are expected to attend all classes and actively participate in class discussion. Intelligent participation will require you to have studied the chapter assigned for that day. Failure to adequately participate may result in a significant grade reduction.

Class Participation and Professionalism: Participation includes class attendance, professionalism, reading assigned materials, overall preparation for class, and actively contributing your thoughts and personal experiences. My record of attendance is official and final. While your attendance is critical to the exchange of ideas and fruitful class discussions, you should note that attendance alone is not sufficient to score well on participation. You are expected to actively contribute to the learning experience of the class. Preparation, professionalism, and mutual respect are also important elements of your participation score. A behavioral issue occurring during the class can result in failure of the class or a dramatic reduction of grades. Professional behavior is expected at all times. You are expected to be on time for class. In the event that you are late to class, you will have two points deducted from your participation points for the class period.

Classroom professionalism: Cell Phones, Laptops and Other Electronics

- Cell phones should be turned off during class and no texting is permitted.
- Use of laptops will only be permitted if you are typing notes or using Power Point for this class, otherwise you will be asked to turn off your laptop.
- Writing notes to friends on Facebook or Twitter or other social media during class will not be tolerated.
- Working on projects/assignments for other classes will not be tolerated.
- No walking in and out of the room during exams or presentations.
- Business casual dress is expected of all group members during a presentation.
- No sleeping, or excessive talking when class is in session. You will be asked to leave.

CIMBA 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 ½ 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.

Punctuality in Class

Punctuality is mandatory. Classes will start on time and students are expected to arrive on time.

Classroom professionalism: Cell Phones, Laptops and Other Electronics

- We will be using laptops in class for Twitter, Linkedin, Youtube, etc.
- Working on projects/assignments for other classes will not be tolerated.
- No walking in and out of the room during exams or presentations.
- Business casual dress is expected of all group members during a presentation.
- No sleeping, or excessive talking when class is in session. You will be asked to leave.

COURSE MATERIALS & RESOURCES

Required Text

International Marketing, 16th Edition, by Cateora, Philip; Graham, John; Gilly, Mary. ISBN-13: 978-0-07-352997-4.

Communicating with the Instructor

Emailing me directly *(not through ICON)* is the best way to communicate with me at:
Jessycal@uoregon.edu.

You will receive the fastest response if you begin the subject line of each email with:
Mktg4300, *followed by your name*

Assessment Detail:

Weekly Quizzes:

You will complete 12 quizzes that will be available on ICON, listed under "quizzes".
The quizzes are valued at 12 points, for a total of 120 points.

Group International Marketing Plan- You will write a 15 page, double-spaced integrated marketing campaign with your group. Details are enclosed in the syllabus.

Group Chapter Presentation-You will do a 15-20 minute group presentation that will include at least 10 power point slides on an assigned chapter, You-tube videos, photos and graphics. You will be peer graded on your IMC plan, stance, vocal projection, and energy shifts.

Group International Marketing Presentation-You will do a 15-20 minute group presentation that will include at least 10 power point slides, You-tube videos, photos and graphics. You will be peer graded on your IMC plan, stance, vocal projection, and energy shifts.

Class Participation: You are able to earn 6 points of participation per class for a total of 100 pts. (This participation will be earned through class interaction, participation, Tweets and questions brought to class for each speaker. You must Tweet once in each class to the class Twitter page and comment intellectually on other class member Tweets. You will bring in 3 questions to ask presenters on the day they speak and hand them in at the end of class.

Required Readings: Weekly assigned readings will be posted on ICON. They are available online or as Pdf's in ICON. Read them BEFORE coming to class, i.e. be prepared to discuss the readings in class on the day they are assigned.

Social Media Requirement:

1) **LinkedIn**

You will open a LinkedIn acct., set up the page with resume information and connect with all of your classmates.

2) **Twitter :**

You will open a Twitter account and will Tweet once per class. One class day during the term, you'll choose a day for which you and four of your classmates will be responsible for helping prepare, engage and drive conversations via Twitter. For the day you are assigned, you'll be required to do advance preparation, drive conversations the day of class, write a short written summary afterwards, and post it on the class blog. Instructions are posted on Icon.

3) **Contribution to Class Blog**

You will be required to contribute 1 time to the class blog. The post should be on a topic related to discussions in class. Written, audio or video submissions are accepted. You'll sign up for a spot by the end of week one. Each blog post should be 300 – 400 words and is worth 50 points per blog. Info and password is located on Icon.

GRADING

INDIVIDAL WORK:	POINTS	Your Score
Quizzes	130 points	
Exercises and participation	100 points	
Exam 1	100 points	
Exam 2	100 points	
Final Exam	100 points	
GROUP PROJECT:		
Phase 1: Concept Approval**	(-25) points	
Phase 2: Marketing Plan Draft*	2 drafts will be graded in class.	
Phase 3: Complete Marketing Plan*	100 points	
Marketing Plan Presentation	100 points	
Team Presentation	100 points	
Twitter	50 pts	
Linkedin	50pts	
Twitter Chat	50pts	
TOTAL	**980 points**	

* *All assignments are due at the beginning of class. Late assignments including quizzes will be penalized up to 50% within 24 hours of the due date and not accepted after that time.*

MKTG4300 **CLASS SCHEDULE**

WEEK DATE	TOPIC	CH.	PAGES
1	**Introduction** **Homework:** Read Chapters 1, 2, Take Chapter 1, 2 (**These are found on ICON under quizzes and are due prior to class on 1/9.)** Last names A-J Read Case Study 2 Last names K- Z read Case Study 3 **(You will answer these with groups in class, Do not answer them prior to class) .**	**1, 2**	
2	**Regional Market Characteristics**	**3**	

	Homework: Read Chapter 3 Take Quiz Chapters 3 All groups read Case Study 3**(bring this to class filled out and ready to turn in)**	
3	**Political, legal, and regulatory environment** **Homework:** Team Agreement due 1/16 Due: Phase 1 – Concept Approval Project Overview: 5-minute presentation	**4, 5**
4	**Developing a Global Vision** **Homework:** Part 1, Chapters 4, 5, 6. Read Chapters 4 and 5 Quiz Chapters 4 and 5	
5	**Segmenting, Targeting and Positioning** **Class Activity:** **Marketing Plan Evaluation: Rough Draft Phase 2 Marketing Plan** **(Bring 10 b/w copies to class)** Group meeting **Homework:** Read Chapters 6, 7 Quiz Chapters 6, 7	**6, 7**
6	**Importing, Exporting, and Sourcing** **Homework:** **Phase 2 Due 10/16**	**8, 9**
7	**Global Channels and physical distribution** **Class Activity:** **Due: Phase 2 – Situation Analysis** **Phase 2 –Peer Evaluation**	

		Homework: Read Chapter 8 and 9 Quiz Chapter 8 and 9	
8		**Global Communications** **Homework:** **Study for your Midterm Exam** **Chapters 1-8**	**10, 12**
9		**Class Activity:** **EXAM 1** **Homework:** Read Chapters 10 and 12 Quiz Chapters 10 and 12 Groups 1-6 read Case Study 10 and groups 7-12 read case study 12	

WEEK	DATE	TOPIC	CH.	PAGE
10		**Advertising and PR** **Homework:** **Phase 3 Marketing Plan Rough Draft** **(Bring 8 b/w copies to class)**	**10**	
11		**Leadership and Organization** **Homework:** Due: Final Marketing Plan (Phase 2 and 3 combined) Due 11/1	**12**	
12		**Corporate Social Responsibility** **Homework:** Groups 1-6 read Case study 17 and groups 7-12 read case 18 Chapter 17 and 18 Quizzes	**17** **18**	
13				

	Homework: **Study for Exam 2** **Chapters 9, 10, 11, 12, 17, 18**
14	**Movie:**
15	**Movie:**
16	Group Work
17	**Greatest Movie Ever Sold** Presentation Group work
18	**Speaker**
19	Group Evaluation 2
20	Group Presentations: Groups 4, 3
21	**Group Presentations:** **Groups 2, 1**
22	**Final Exam**

Phase 1: Concept Approval

You will submit a proposed company for your project for approval. This can be any organization that would benefit from a marketing plan. Your team will assume the role that you have been hired to create a marketing plan for this organization. This firm is now your client. The first group assignment will include a document — not to exceed two pages — providing this information:

- Group Members
- Business Name
- Product/Service Description
- Information Resources: *Identify your personal contact with the business or reference publicly available information.*
- The proposed focus of your marketing plan: *For example, will your plan focus on a specific product, different consumer needs and wants, or a new target market?*
- Marketing Objective: *Based on what you know now, what will your plan accomplish*?

Each team should be prepared to present a brief 5-minute overview of their business selection to the class the week after it is due.

Phase 2: Marketing Plan Situation Analysis

Phase 2 will contain information in these areas as you build your marketing plan. Phase 2 will be no more than 7 double spaced pages.

- Executive Summary – *Should wrap up your entire marketing plan. 1 page single spaced.*
- Situation Analysis – *What is the external and internal environment like?*

  - Industry Research and Analysis – *Porter's Five Forces is one approach*

  - Current Market Description – *The marketing mix*

    - Products and Services – *What is the organization offering?*

    - Price – *What price to they charge*?

    - Distribution – *How do customers/clients access the offering?*

    - Promotion – *How do they promote who they are and what they offer?*

    - Service attributes & considerations – *Other service considerations?*

  - SWOT Analysis

- Marketing Objectives – *These should be measureable and specific.*

Note: You and your team are expected to cite all sources throughout your situation analysis and within your marketing plan. This serves to document your research, add credibility, and support your recommendations.

You may cite sources using footnotes (preferred), endnotes, or parenthetically within the text.

Phase 3: Complete Marketing Plan ——————————————————————

The complete marketing plan will address these key areas: Your entire paper will be *no more Than* 15 double spaced pages and must contain at least 30 *different* marketing terms. You will underline these terms once in the paper.

I. **Executive Summary** – *Should be a one page wrap up of the entire paper. Single spaced.*

II. **Situation Analysis*** – *Present the current marketing environment*
- Industry Overview and Analysis – *Summarize Porter's Five Forces key findings*
- Current Market Description – *From your Situation Analysis*
  - Products and Services
  - Price
  - Distribution
  - Promotion
  - Service attributes & considerations – *Are there additional considerations?*
- Competitive Analysis – *Describe the competitive landscape in detail.*

III. **SWOT Analysis*** Summary – *Key information regarding internal and external issues.*

IV. **Marketing Objectives** – *What quantifiable results will your plan achieve?*

V. **Key Issues** - *What are the problems/challenges/barriers ahead for the organization?*

VI. **Marketing Strategy** – *Describe your specific marketing recommendations.*
- Target Market(s) – *Geographic, demographic, and psychographic characteristics*
- Positioning – *Include a positioning statement with this important discussion.*
- The Marketing Mix - Proposed: *Focus on the areas with recommended changes.*
  - Product/Service
  - Price
  - Place
  - Promotion
  - Service attributes & considerations

VII. **Implementation of the Marketing Strategy**
- Campaigns/Programs – *What overall programs are going to make this happen?*
- Actions/Tactics – *What specific action-oriented tasks will support those programs?*
- Milestones – *When do these start, when do they end, and how much will they cost?*

VIII. **Financials**
- Sales Forecast – *How much will we sell? (First year by month, year 2 and 3 annually.)*
- Expense Forecast – *What is this all going to cost?*
- Breakeven Analysis – *How much do we have to sell to cover the costs we will incur?*

IX. **Controls & Contingency Plans** – *How is performance toward the stated objectives going to be measured? What are potential options if things do not go as anticipated?*

**** This information is carried forward and refined from Phase II work***

MARKETING PLAN FORMAT AND EVALUATION

The group project will be evaluated based on how the concepts from class are incorporated into the project. The above outline is intended to structure your thinking into a logical flow of ideas, but does not represent a "formula" for the project. If beneficial, modify the sequence of this outline based on what you determine is going to be most effective for your client. Your plan should address these key areas in whatever manner your group determines best fits your client's situation.

Marketing Environment: Consider the environmental forces that shape the product, the company and the industry. How does each force impact your product? Identify trends and potential changes in the macro environment that may impact your marketing strategy. Porter's Five Forces model may be a valuable addition to your plan and you will want to conduct a situation or SWOT analysis, exploring the strengths, weaknesses, opportunities and threats associated with your product or service.

Marketing Research: Based on the assessment of marketing environment and the SWOT analysis, identify what else you need to know (company, customers, competitors, conditions). Become familiar with your company and your competitors. Use the information gathered to help make decisions and develop your strategy.

Market Segmentation, Targeting and Positioning: Use this section to describe your customer based on their demographics, psychographics, external influences, and any additional information necessary. Make sure your segment(s) are clear. Be sure to include: segmentation criteria, segments, attractiveness, analysis and the final target market. Describe the target market—is it existing or is it new? What are its defining characteristics? Why did you select this target market? Finally, be sure to describe how your product is positioned and why.

Direction for Marketing Mix: Based on the findings in the marketing environment analysis, marketing research and market segmentation, recommend one of the following options on which you will base your marketing plan.

1. A new marketing mix targeted to a new market
2. A current marketing mix extended to a new target market
3. A new or improved product/service targeted to a current market
4. A combination of the above

Marketing Recommendations: Make recommendations for the future of the product. What are the anticipated results? Do what you can to reasonably forecast the future.

Creativity is encouraged and your "client company" and their product or service will ultimately dictate the structure of your project. Please support both your ideas and your positions, incorporating additional information as needed.

MARKETING PLAN STRUCTURE

Honor these guidelines in all phases of your group project as applicable:

- 1.5 spacing, no less than a 12 point readable font with 1 inch margins.
- The use of headings and subheadings is highly recommended.
- All sources must be cited and compiled in footnotes and/or a reference section.

GROUP PRESENTATIONS

Your team will make a 15- 20 minute class presentation of your marketing plan. Each team member will actively participate in this presentation that will be evaluated on both content and style. The grade for your presentation will be incorporated into your Phase 3 feedback and evaluation.

All group project information, along with a selection of sample marketing plans, is also available on ICON.

Course Policies
Course Policies are governed by the Tippie College of Business. DEO information for the Marketing Department: Gary J. Russell (Tel +1-319-335-2521, gary-j-russell@uiowa.edu).

Sexual Harassment
The Tippie College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. 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, http://www.sexualharassment.uiowa.edu/index.php, and to seek assistance from department chairs, the dean's office, or the University's Office of the Ombudsperson (ombudsperson@uiowa.edu).

Accommodating Students with Disabilities/Academic Accommodations
If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or during my scheduled office hours or schedule an appointment. I would also remind you that the Office of Student Disability

Services are available to assist you.

Grievance Policy
Student concerns regarding this course should first be discussed with me first. If we can't resolve the complaint, you may contact the DEO, Gary J. Russell (319-335-2521, gary-jrussell@uiowa.edu) If you cannot resolve the complaint by speaking with the DEO, you may contact the Associate Dean of the Tippie College Undergraduate Program, Lon Moeller, at 319-335-0924, or by email at lon-moeller@uiowa.edu.

Academic Misconduct
It is my sincere hope that no student in this class submits work which is not his or her own. If a student is cheating, he/she is cheating himself/herself only. However, it seems prudent to clarify in advance the policy on cheating. If I determine that any assignment was not written solely by the student whose identification number appears on the paper, 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 of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of his or her graduate work at the University of Iowa. Please don't let this happen.

Complaints
Student concerns regarding this course should first be discussed with me. If we cannot resolve the concern, you may contact the CIMBA Undergraduate Staff – Campus Coordinator, Anna Fiumicetti, 0423-932160, anna@cimba.it . If the Campus Coordinator cannot resolve your concern, then you may contact the Academic Development Coordinator,
Cristina Turchet, 0423-951090, turchet@cimba.it.

MKTG4300 Marketing: Creating Value for Customers

Student Profile

To help me get to know you better, please complete this information sheet and return it on the second day of class.

Name: _____ **Major** *if known*: _____

Describe your past work or volunteer experiences.

_____

_____

Describe some of your personal interests.

_____

_____

How would you assess your skills in these general areas?

	Weak				**Average**					**Strong**
Writing	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Finance	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Accounting	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Marketing	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Management	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**

What areas of business are you interested in? In rank order, list three general types of business that interest you most. Examples may include a variety of choices such as:

- Consumer Products — *An organization that provides products for personal use*
- Information Services — *An organization that provides information to its clients*
- Lodging — *A business in the hotel, motel, or bed and breakfast industry*
- Manufacturing — *A company that manufactures a product*
- Non-profit or Institutional Organizations — *An organization that exists as a not-for-profit entity*
- Professional Services — *An organization that provides legal, medical, architectural, counseling, advertising, accounting, financial, banking, insurance, real estate, technology, or consulting services to clients*
- Food & Beverage — *A business offering food and/or beverage products and services*
- Retail — *A retail operation that has a physical and/or online presence to sell products*
- Sports — *A professional or collegiate sports team attracting a fan base*

For a complete list of industries, visit http://www.sec.gov/info/edgar/siccodes.htm.

1. _____ 2. _____ 3. _____

Have you performed case analysis work? YES NO

Have you participated in group projects? YES NO

If so, how would you assess your group project experience(s)?

_____

_____

How might you anticipate this class will be useful for you?

_____

_____

_____

What are attributes about classes you have had in the past that have been beneficial?

_____

_____

_____

_____

What are some class experiences that you have found to be negative to your learning process?

_____

_____

_____

_____

Other than a good grade, what would you like to get out of this class? Be as honest as you dare.

_____

_____

_____

_____

Do you know what career interests/plans you might pursue after graduation? If so, describe them.

_____

_____

If you would be able to select other group members from the class to be in your group, who might they be?

_____ _____