

International Marketing 06M: 151/ MKTG: 4300 Syllabus

Spring 2013
Paderno del Grappa, Italy

Professor: Selina Neri
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Today's customers are global and no longer separate marketing from the product/service: marketing *is* the product/service. Customers do not separate marketing from their in-store or online experience. It *is* the experience. In the era of social media, smart phones, global economy and global engagement, marketing *is* the company.

-McKinsey Quarterly, Marketing & Sales practice, July 2011-

DESCRIPTION & OBJECTIVES

International Marketing is designed to achieve four primary objectives:

1. To deepen student understanding of the different environments in which global marketing strategies are formulated and implemented;
2. To encourage students to think critically about how dynamic changes in these different environments impact global marketing opportunities and threats;
3. To develop students' understanding of the key elements of International Marketing Plans.
4. To develop students' understanding of the strategic importance of international marketing as the engine of corporate success and its key relationship with the function of "Sales".

This course will provide students opportunities to learn from the theory of International Marketing and from real life examples. The course will also develop students' understanding of the different careers available in the field of international marketing.

This is a highly interactive course, focused on today's issues in International Marketing, with a theoretical & practical approach to understand real problems facing companies marketing their products & services internationally. Textbook, press articles, academic articles and "situation room" presentations will be used to support the learning process and our journey into Global Marketing.

EVALUATION

During the semester you are expected to acquire a set of skills comprised of international marketing concepts, tactics & strategies. You will also be expected to understand how the function of international marketing works in companies and the application of global marketing principles to real world situations and environments. In addition, it is expected that students will give alone and/or in groups' presentations to the class on relevant assignments.

REQUIRED TEXT

Global Marketing, 6th edition, Global Edition, by Warren J. Keegan and Mark C. Green

<u>Week #</u>	<u>Date</u>	<u>Tentative Schedule</u>
1	Tue 15 Jan One class, date TBC	<i>CAP Classes start</i> <ul style="list-style-type: none"> • Course Introduction and Overview Chapter 1 Pag. 36-65 • Global Economic Environment Chapter 2 Pag.72-102
2	Cap Classes One class, date TBC	<i>CAP Classes</i> <ul style="list-style-type: none"> • Regional Market Characteristics & World Trade Agreements Chapter 3 Pag. 108-136 • Assignment: “Understanding Business cultures Germany, France, UK, China” Chapter 5 of the book “ Breaking Through Culture Shock”, by Elisabeth Marx, Brealey Publishing.
3	Mo 28 Jan Wed 30 Jan Fri 1 Feb	<ul style="list-style-type: none"> • 2X Students’ presentations of the assignment • Socio & Cultural Environments Chapter 4 Pag. 140-153 • Political, legal & regulatory environments Chapter 5 Pag 170-199 • Information Systems & Research Chapter 6 Pag. 205-220 & 231-232 • Group Assignment (Situation Room): Customer Relationship Management (CRM) Systems: Preparation of a Briefing on salesforce.com Class presentation of Briefing
4	Mo 4 Feb	<ul style="list-style-type: none"> • Segmentation, Targeting, Positioning Chapter 7 Pag. 236-266 • Assignment: Extract from Oxford University Press Paper “Segmentation

	Wed 6 Feb	<p>& Positioning”</p> <ul style="list-style-type: none"> • Class Review of Key Learning from the Oxford University Press Paper “Segmentation & Positioning” • Importing, Exporting, and Sourcing Chapter 8 Pag 270-295 • Assignment: (<i>Situation Room</i>): Building your e-commerce site: list of “To Dos”
	Fri 8 Feb	<ul style="list-style-type: none"> • 1X Student Presentation of Situation Room Assignment • Brand and Product Decisions in Global Marketing Chapter 10 Pag. 331-338 & 341-359
5	****Travel Week ***	
6	Mo 18 Feb	<ul style="list-style-type: none"> • <i>Focus Class</i>: “When haute couture meets high street” Chapter 3 from the Book “Fashion Brands: Branding style from Armani to Zara”, by mark Tungate, Ed. Kogan Page, ISBN 0 749444798 • Pricing Decisions Chapter 11 pag 365-377 & 386-389 • Assignment: LVMH & Luxury Goods Marketing
	Wed 20 Feb	<ul style="list-style-type: none"> • **Mid Term Exam** • 2X Students’ Presentations of the LVMH Assignment
	Fri 22 Feb	<ul style="list-style-type: none"> • Chapter 12 Global Channels & Physical distribution (Part I)
7	Tu 26 Feb	<ul style="list-style-type: none"> • Chapter 12 Global Channels & Physical distribution (Part II) • Assignment: Article from The Economist “ Avon boots its boss out”.
	Th 28 Feb	<ul style="list-style-type: none"> • Global Communications (Part I): Advertising & PR Chapter 13
	<i>From this week classes switch to Tuesdays & Thursdays</i>	
8	Tu 5 Mar	<ul style="list-style-type: none"> • <i>Focus Class</i>: Presentation “Consultative Selling” by Prof. S.Neri • Global Communication (Part II): The Strategic/Consultative Selling Model

	Th 7 Mar	<p>Chapter 14 Pag. 469-474</p> <ul style="list-style-type: none"> • Assignment: Article from the Economist “The Art of Selling”, 22 Oct.2011 • 1X Presentation of Assignment • <i>Focus Class</i>: “International Marketing & Sales: a marriage made in heaven?” Presentation by Selina Neri Chapter 14 Pag. 474-476 • Assignment: Article “The Secrets to Smarter Sales”, Harvard Business Review, July-August 2012
9	***Travel Week***	
10	Tu 19 Mar Th 21 Mar	<ul style="list-style-type: none"> • 1X Group Presentation of Assignment • Global Marketing & the Digital Revolution Chapter 15 Pag. 492-514 • Assignment: Article by The Economist “ Too much buzz – social media”, 31 Dec 2011 • 2x Students’ Presentations of Assignment <p><i>(Students’ self-reading): Strategic Elements of Competitive advantage Chapter 16 (selected pages only)</i></p> <ul style="list-style-type: none"> • Leadership, Organization & Corporate Social Responsibility– Part I Chapter 17 Pag 551-554 • Assignment: Paper: “A Renewed EU Strategy 2011-14 for Corporate Social Responsibility”
11	Tu 26 Mar Th 28 Mar	<ul style="list-style-type: none"> • 1X student presentation of Assignment • Key Elements of an International Marketing Plan • Assignment: “To do List” of a Marketing Plan (<i>Situation Room</i>) • 2X students ‘presentations of assignment • <i>Focus Class</i>: Revision of Key Learnings in International Marketing Jan-March 2012

	*** Travel Weekend***	
12	Week of April 2	Final Exam

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 is available to assist you.

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 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.

Punctuality in Class

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

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-j-russell@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.

Grading:

The course grade will be based on 400 possible points:

Class Participation:	100
Mid Term Evaluation	50
Research Paper	100
Final Exam	150
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	400

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, 30% C's and 10% D's. These are only guidelines.