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 of 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.
### Tentative Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Tentative Schedule</th>
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</table>
| 1    | Tue 15 Jan | **CAP Classes start**  
One class, date TBC  
- Course Introduction and Overview  
  Chapter 1 Pag. 36-65  
- Global Economic Environment  
  Chapter 2 Pag. 72-102 |
| 2    | Cap Classes | **CAP Classes**  
One class, date TBC  
- 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 |  
- 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 |  
- Segmentation, Targeting, Positioning  
  Chapter 7 Pag. 236-266  
- Assignment: Extract from Oxford University Press Paper “Segmentation |
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<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Events</th>
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| Wed  | 6 Feb | - Class Review of Key Learning from the Oxford University Press Paper “Segmentation & Positioning”  
- Importing, Exporting, and Sourcing  
Chapter 8 Pag 270-295  
- Assignment: (Situation Room): Building your e-commerce site: list of “To Dos”  
- 1X Student Presentation of Situation Room Assignment  
- Brand and Product Decisions in Global Marketing  
Chapter 10 Pag. 331-338 & 341-359 |
- Pricing Decisions  
Chapter 11 pag 365-377 & 386-389  
- Assignment: LVMH & Luxury Goods Marketing  
- **Mid Term Exam**  
- 2X Students' Presentations of the LVMH Assignment  
- Chapter 12 Global Channels & Physical distribution (Part I) |
| 5    |       | **Travel Week*** |
- Pricing Decisions  
Chapter 11 pag 365-377 & 386-389  
- Assignment: LVMH & Luxury Goods Marketing  |
| Wed  | 20 Feb | - **Mid Term Exam**  
- 2X Students' Presentations of the LVMH Assignment  |
| Fri  | 22 Feb | - Chapter 12 Global Channels & Physical distribution (Part I)  
- Chapter 12 Global Channels & Physical distribution (Part II)  
- Assignment: Article from The Economist “Avon boots its boss out”.  
- Global Communications (Part I): Advertising & PR  
Chapter 13  |
| 7    | Tu 26 Feb | - Chapter 12 Global Channels & Physical distribution (Part II)  
- Assignment: Article from The Economist “Avon boots its boss out”.  |
| Th   | 28 Feb | - Global Communications (Part I): Advertising & PR  
Chapter 13  |
| 8    | Tu 5 Mar | - Focus Class: Presentation “Consultative Selling” by Prof. S.Neri  
- Global Communication (Part II): The Strategic/Consultative Selling Model  |
| Date | Day | \( 7 \text{ Mar} \) | Chapter 14 Pag. 469-474  
- 1X Presentation of Assignment  
- **Focus Class:** “International Marketing & Sales: a marriage made in heaven?” Presentation by Selina Neri  
Chapter 14 Pag. 474-476  
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<tr>
<td>9</td>
<td></td>
<td><strong>Travel Week</strong></td>
<td></td>
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</tbody>
</table>
| 10 | Tu | 19 Mar | 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  
(Student’s self-reading): **Strategic Elements of Competitive advantage**  
Chapter 16 (selected pages only)  
- Leadership, Organization & Corporate Social Responsibility– Part I  
Chapter 17 Pag 551-554  
| | Th | 21 Mar | |
| 11 | Tu | 26 Mar | 1X student presentation of Assignment  
- Key Elements of an International Marketing Plan  
- Assignment: “To do List” of a Marketing Plan (Situation Room)  
- 2X students’ presentations of assignment  
- **Focus Class:** Revision of Key Learnings in International Marketing Jan-March 2012 |
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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Class participation</td>
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<tr>
<td>Mid Term Evaluation</td>
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<tr>
<td>Research Paper</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
</tr>
</tbody>
</table>

\[ 400 \]

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.