

# Consortium of Universities for International Studies

Sarah Jensen  
Email: [sjensen@uark.edu](mailto:sjensen@uark.edu)  
Paderno del Grappa, Italy

## Course Syllabus International Marketing SPRING 2014

### Course Description:

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment.

The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.

### Course Objectives: *Upon the successful completion of this course, students will be able to:*

- Introducing you to the institutions, vocabulary, and players in the world of international business. You need to be able to speak the language of international business to operate effectively.
- Providing you with the opportunity to begin to understand different cultures and the implication this has for marketers. Understanding different people and cultures will lead to a greater understanding of ourselves and the culture in which we live.
- Allowing you to gain experience in analyzing the marketing environment and marketing-related decisions for a firm entering non-domestic markets. You should know key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making.

### Required Class Material:

Text: Global Marketing by Keegan & Green; 6<sup>th</sup> Edition, *Upper Saddle River: Prentice Hall.*

Other short readings may be added. These will be announced in-class and posted on Blackboard.

This Syllabus is subject to change

## Academic Policy – CIMBA

### Grading Policy:

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. 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. These are only guidelines.

### Honesty in Learning:

The overwhelming majority of students attending CIMBA programs are driven to improve their skills and put themselves on track for a challenging and rewarding career. In the unfortunate event of academic dishonesty all such incidents will be reported to the Campus Coordinator of the CIMBA Undergraduate Program and the student may be placed on disciplinary probation for the remainder of his or her semester at CIMBA, or possibly expelled from the program. In general, the decision of the Professor may be appealed to the Campus Coordinator, then to the Associate Director of CIMBA (Cristina Turchet). The Honor Code for the Tippie College of Business will determine the appropriate appeals process.

### Sexual Harassment:

The CIMBA Undergraduate Program 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, you are encouraged 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 Undergraduate Office.

### Accommodating Disabilities:

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 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 1/3 of a letter grade in any 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 Undergraduate Office Staff and/or the Istituto Filippin medical 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.

Student Concerns:

Regarding this course, student concerns should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the Department Chair, Gary J. Russell ( 319-335-0993), gary-j-russell@uiowa.edu. If you cannot resolve the complaint by speaking with the chair, 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.

Grades:

Grades are distributed as follows:

	<b>Points Possible</b>
Exercises and participation	100
Exam 1	100
Exam 2	100
Exam 3	100
Group Project	100
Presentation	100
<b>Total</b>	<b>600</b>

*International Marketing: Course Schedule (Subject to change)*

<i>Week 1</i>		Readings
	Introduction to Global Marketing	Ch. 1
	Regional Market Characteristics & Trade Agreements	Ch. 3
<i>Week 2</i>		
	Social and Cultural Environments	Ch. 4
<i>Week 3</i>	Political, Legal & Regulatory Environments	Ch. 5
<i>Week 4</i>		
	Global Market Research	Ch. 6
<i>Week 5</i>		
	Test 1	
<i>Week 6</i>		
	Segmentation, Targeting & Positioning	Ch. 7
<i>Week 7</i>		
	Global Market Entry Strategies	Ch. 9
<i>Week 8</i>		
	Test 2	
<i>Week 9</i>		
	Travel Week	
<i>Week 10</i>		
	Brand and Product Decisions	Ch. 10
	Pricing Decisions	Ch. 11
<i>Week 11</i>		
	Global Marketing Channels	Ch. 12
	Global Marketing Communications Decisions	Ch. 13
<i>Week 12</i>		
	Global marketing Communications Decisions 2 Presentations	Ch. 14
<i>Week 13</i>		
	Test 3 Final Project DUE	