

International Marketing (MKTG4500)
CIMBA - Paderno del Grappa, Italy

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Course Description

In this “International Marketing” course we’ll explore moving from a National Marketing approach 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 will also look at the emerging markets such as BRIC (Brazil, Russia, India, and China) and Africa. 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.

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 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 and an overall focus on Interpersonal Interaction. The course will have a specific focus on students in order that they become business savvy and prepared for the next phase of their life of moving into the working world and developing a career.

• Introduction to Global Marketing

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

• Global Economic Environment

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

• The Trade Environment

- WTO and GATT, preferential trade agreements, and country and regional agreements

• Social and Cultural Environments

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

• Political, Legal, and Regulatory

- Political environment, international law, business issues and conflict resolution

• Global Information Systems and Marketing Research

- Information technology, marketing information sources, and market research

• Segmentation, Positioning, and Targeting

- Global market segmentation, choosing target markets and options, and positioning

• Importing, Exporting, and Sourcing

- Export selling and marketing, tariffs, financing and payment methods, and sourcing

• Licensing, Investment and Strategic Alliances

- Licensing, investment, strategic partnerships, and market expansion strategies

• Brand and Product Decisions

- Product and branding concepts, strategic alternatives, and new products

• Pricing Decisions

- Pricing objectives and strategies, influences on pricing, pricing policy alternatives, gray market, dumping, transfer pricing and countertrade

• Global Marketing Channels and Distribution

- Establishing channels and intermediaries, supply chain and logistics

• Global Marketing Communications Decisions and Sales

- Sales promotion, personal selling, forms of marketing communications, and the sales cycle

• Understanding Social Styles

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

Statement of Teaching Philosophy

My objective in teaching this course is to introduce you to the fundamentals of International Marketing and make it as interesting and applicable as possible, through my extensive 20+ years of hands-on, 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 chapter. 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 (I.C.S. and I.C.A.) will be potentially part of tests. Ask questions if you would like clarification on a specific point. Groups and Groups Assignments will be an occasion to learn both class topics and work interaction environment.

Course Materials & Resources

Required Text is: Global Marketing: by Warren Keegan and Mark Green, 7th edition, Published by Pearson, ISBN 978-0-13-271915-5.

Any additional articles and Cases assigned by the instructor.

Course Prerequisite(s): Introduction to Marketing Strategy (MKTG3000)

Class Schedule

We will cover lecture topics in the following sequence. I reserve the right to modify this schedule according to class progress. Students will be notified of any changes in class. In addition to the text chapters, a number of Class Activities and Simulations will be a part of your course pack (I.C.A. & I.C.S.).

P1: INTRODUCTION TO GLOBAL MARKETING	
	Ch 1 - Introduction to Global Marketing
I.C.A.	Syllabus, Introduction to class, Groups setting, Assignments Principles of Marketing review
I.C.A.	<i>Article 1 Summary due for next lesson</i>
	What is Global MKTG importance of Global MKTG Management orientation Forces affecting Global Integration and Global MKTG
P2: THE GLOBAL MARKETING ENVIRONMENT	
	Ch 2 -The Global Economic Environment
	World Economy Economic Systems Stages of Market development Balance of payments Trade International Finance
I.C.A.	<i>Article 2 Summary due for next lesson</i>
	Ch 3 - Regional Market Characteristics
	WTO and GATT Preferential Trade agreements North / Latin America Asia Pacific Europe Middle East Africa
I.C.A.	Articles 1 & 2 in class short review
	Ch 4 - Social and Cultural Environments
	Global consumer culture High/low context culture Cultural typology self reference Diffusion Theory Social and Cultural Environments
I.C.S.	Articles 1 & 2 in class Groups presentations
	Ch 5 - Political, Legal, Regulatory Environments
	Political environment International Law Legal Problems Issues Conflicts Resolution Regulatory environment Case Study 1 Assignment

P3: APPROACHING GLOBAL MARKETS	
	Ch 6 - Global Information systems and Market research Sources and Market research Control and information systems <i>Article 3 Summary due for next lesson</i>
	Ch 7 - Segmentation Targeting and Positioning Global Market segmentation Targeting Positioning <i>Article 4 Summary due for next lesson</i>
	Ch 8 - Importing Exporting and Sourcing Export selling and Marketing Export and Import Tariffs Organizing for exporting Methods of payment Sourcing
I.C.S.	Articles 3 & 4 in class presentations Case Study 1 Presentation
EXAM	Exam
	Ch 9 - Global Market Entry Strategies Licensing Investment Global Partnership success factors Developing Countries Cooperative in Japan Korea Digital future Case Study 1 Write-up due date
P4: THE GLOBAL MARKETING MIX	
	Ch 10 - Brand and Product decisions in Global Marketing Product in a global context Country of Origin as Brand element Packaging Warranties Strategic alternatives in Global Marketing New Products in Global markets Case Study 2 Assignment
	Ch 11 - Pricing Decisions Global Pricing objectives and strategies Environment influence on Pricing Three policy alternatives Grey markets Dumping Price Fix Countertrade
	Ch 12 - Global Market Channels and Physical Distribution Distribution channels Establishing channels Global Retailing Supply Chain & Logistics Case Study 2 Write-up due date
	Ch 13 - Global Marketing Communications decisions I Creating Global Advertising Global Media Public Relations and Publicity
	Ch 14 - Global Marketing Communications decisions II Promotion Personal Selling Direct MKTG sponsorship etc.
I.C.S.	Case Study 2 Presentation
EXAM	Exam

I.C.A. = In Class Activity (in Groups or Individual) I.C.S. = In Class Simulation (in Groups or Individual)

Grading

Case Analyses and Write-up “session 1” (Group Assignments):	50 points
Case Analyses and Write-up “session 2” (Group Assignments):	50 points
In-class Case Presentation “session 1” (Group Assignment):	50 points
In-class Case Presentation “session 2” (Group Assignment):	50 points
In-class Article Presentation and Discussion “session 1” (Group Assignments):	50 points
In-class Article Presentation and Discussion “session 2” (Group Assignments):	50 points
Mid-term Exam:	200 points
Final Exam	200 points
End of term Paper (Individual Assignment)	200 points
Class participation, I.C.S. and I.C.A. activities	<u>100 points</u>
	1000 max. tot. 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. These are only guidelines.

Brief Description of Assignments

A. Case Study Assignments (Group Work)

During the first week of class, class participants will be divided into groups (four to six members per group depending upon class size).

As part of the course requirements, students are expected to work on two Case Studies during semester. There are two grade components of each Case studies:

(A.1) Case Write-up (50 points per each case):

What each group needs to turn in as their Case analysis - There are a set of questions provided for each case. Please read each Case and address these questions using information provided, along with what you learn from the lecture modules and your textbook readings.

Each Case write-up is worth 50 points of your grade.

Important requirements:

- All answers must be supported by arguments and reasoning. Simply providing your opinion without providing substantive supporting arguments is unacceptable and will adversely impact your grade.
- Each case write-up should not exceed 4 double-spaced typed pages (12 point font) and should be turned in to me at the beginning of class on the due date (final due dates will be announced during the first weeks of class).
- No tolerance for work turned in late. All late assignments will suffer an automatic grade penalty of 10% of the assignment grade per each hour the assignment is late. Please do not request for any time extensions, because to be fair to all other students in class, I will not make exceptions.

(A.2) Case related In-class presentations (50 points per each class presentation):

All groups will work on all questions/issues related to the two cases.

I will hand out a schedule of case presentation dates well in advance.

On each discussion day, I will randomly call on different groups to lead the discussion pertaining to specific case questions. Thus all groups need to be prepared to discuss all case questions. I will assign 50 points to each group for each case based on quality of discussion and the ability to address audience questions and concerns. All groups are encouraged to actively participate in these sessions.

B. Article Summaries and Discussions in Class (Group Work)

Students will work with the same group members to briefly summarize each article (there are a few brief articles that are part of the readings for this course). For each article, the summary will be a brief overview of the main learning points of the article. Each group will come prepared to discuss each article in class – the schedule of article presentation & discussion foresees two sessions.

Two parts of this assignment which are together worth 50 points for each one of the two sessions:

(B.1) **Article summaries:** One page summary (double space typed, 12 point font) of each article focusing on the key learning points in the article (due on dates that will be provided in class).

(B.2) **Article discussions in class:** All groups will be familiar with all the readings. During those discussion days, I'll randomly call on different groups to summarize the articles and lead the class discussion. Thus everyone needs to have read the articles so we can have a good discussion in class.

C. End of Term Paper (Individual Work)

This individual project is designed to encourage you to think about and reflect upon differences between European cultures (as sampled in Italy and any other countries you may travel to during this period of time in the E.U.) and your own culture back home (for most of you this would be the American culture; for non U.S. students, the "home" culture may be your own country).

For this assignment, each student should maintain a "field" journal documenting his/her trips and exposure to different places and aspects of the European cultures you travel to. In this journal, you should keep a record of both general aspects as well as specific business and marketing related aspects. The general aspects will include how people (that you may meet in person or simply observe) dress up, communicate, use gestures, behave in different situations, etc. These issues will also include the nature of the surroundings such as the type of roads, road signs, the driving culture, etc.

The specific business and marketing related issues will include information about the nature and growth of the European Union as a trading bloc, as well as the Euro as a major currency and how these developments affect the United States and U. S. businesses. Other observations you can make relate to brand names being used for various products you come across during your travels, packaging used for these brands, pricing of these products, the nature and set-up of retail stores, type of signs inside retail stores, how products are displayed inside retail stores, nature of customer service at retail establishments, various types of promotions used, types of advertising appeals common, etc., etc.

Moreover, any relevant information that has to do with business and/or marketing issues that you come across during any organized visits arranged by CIMBA should also be included in your journal.

During your staying in the E.U. keep observing anything and everything you can about your surroundings. Remember, the more details you include in the journal, the easier it will be for you to write the paper which will be due during the last week of the course, 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 in the United States or home country. Keep observing, comparing, and thinking. Any and all differences you can observe and document are encouraged for this assignment.

Term paper (200 points): Each student will write a term paper as part of the class requirements. The paper should not exceed 5 double-spaced pages (12 point font) and should summarize what you observed and how these general and specific elements of the European cultures (at a minimum Italy but other cultures too if you happen to visit any other European culture as part of this trip) differ from the United States. I will assign 200 points based on the quality of the paper. My assessment of the quality of your paper will be based on (1) how well you articulate your observations during the trip, (2) how thoroughly you compare and contrast business-related observations in Europe to those back in the United States or home country, and (3) how well the paper is written (i.e., free of typos and grammatical errors, broken down into logical sections and thoughtful flow of relevant information from one section to another). Apart from these general guidelines, you have a lot of freedom in terms of how you want to organize the content of your paper.

(Note: For students whose home country is not the United States, you may compare Italy and other European cultures to your own home country culture).

Term papers are due in class during the last week of the course. (exact date to be announced in class).

Responsibility for group-work:

Note that A(1), A(2), B(1), and B(2) are group projects. I am anticipating each group to comprise of four-five students. Every student is responsible for contributing to their group. If group members have problems working together, I would suggest first to work out the problems amongst themselves. If this does not work, I can be a mediator to help resolve the potential conflicts. Please remember that the ability to work with others is very important in the business world and to prepare you for this world I feel this ability is very important for this course. On the last day of class, every student will fill out a peer evaluation form (10 point scale) for his/her fellow group members. While I do not have a direct grade attached to the peer evaluation, any student receiving less than a 7 average rating across his/her fellow group members will receive a grade penalty on his/her group project grade.

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 permitted for use in a class exercise.

Course Policies :

All course policies listed below are governed by the Henry B. Tippie College of Business, the University of Iowa.

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 schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.

Absence 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 first. If we can't resolve the complaint, you may contact the DEO, Cathy A. Cole (319-335-1020 or cathy-cole@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, Ken Brown, at 319-335-0924, or by email at kenneth-g-brown@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).

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 exhibits 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.