



International Marketing

MKTG 4300

Spring 2019

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Course Description

Students will learn what is involved in making international marketing decisions, including product, price, promotion, and place adjustments. They will also recognize the differing elements of culture and how they play a part in the process of consumption. From this, students will learn how the marketer's strategic process differs in an international market and when and to what degree to standardize or adapt marketing programs. 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. Students will develop a critical appreciation of the external forces that are increasingly shaping the marketing manager's job in the global economy.

Course Objectives

By the end of the course, students will:

1. have an awareness regarding international environments, and how they influence the marketing operations of firms;
2. know elements of culture and how they differ among international markets;
3. have knowledge about various common forms of entering international markets;
4. discuss various marketing decisions (both strategic and operational) made by firms engaged in international business;
5. realize how the marketing mix elements are adapted strategically in international markets;
6. utilize case studies to develop problem solving skills of students pertaining to international marketing.

Course Materials & Resources

Required Text:

International Marketing 16th Edition: by Philip Cateora | Mary Gilly | John Graham, Published by MaGraw Hill, ISBN 978-0-07-352997-4.

Also additional articles and cases assigned by the instructor.

Grading

Because CIMBA is a study-abroad program based at University of Iowa, the grading policy of the University of Iowa will be followed as a guideline for assigning final grades. For a detailed review you may look at the subsequent URL, but as a general overview, the policy implies that grades will be assigned so they are reflective of relative student performance on each assignment in class. Thus it would be unrealistic to expect that all or most students will receive an “A” grade on any particular assignment.

Full UI policy available at: <https://tippie.uiowa.edu/current-students/undergraduates/academics/advising/grading-adddrops>.

Note that in all assignments, cases, and exams, students are expected to back up answers with *strategic reasoning*. Students must critically analyze and explain positions, and only superior analysis will receive top points.

You will be graded on the following items:

	Points Possible
Exam 1	100
Exam 2	100
(Group) Article/Case Analyses and Presentations	100
Group Project and Presentation	50
Individual Travel Journal and Related Project	100
Total	450

At the end of the session, the sum total of points on all grade components outlined above will be utilized to assign letter grades using the following grading scale:

If your total percentage score falls in the range:	Your letter grade would be:
97 - 100	A+
93 – 96.99	A
90 – 92.99	A-
87 - 89.99	B+
83 – 86.99	B
80 – 82.99	B-
77 - 79.99	C+
73 – 76.99	C
70 – 72.99	C-
67 - 69.99	D+

Class Schedule

The course will cover the following topics (although not necessarily in this sequence). Please see the provided weekly schedule for details and scheduled exams.

Tentative Class Schedule			
Week	Book Chapter	Chapter	Topics
1		Intro to Class	
2	1	The Scope and Challenge of International Marketing	Overview of Marketing
3	2	The Dynamic Environment of International Trade	Agreements, Trade Barriers
	3	History and Geography: The Foundations of Culture - briefly covered - see notes	Population Trends
4	4	Cultural Dynamics in Assessing Markets	Culture
	6	The Political Environment - briefly covered - see notes	Economic Risk
5	7	International Legal Environment	Legal Landscape
		EXAM	
6	13	Products and Services for Consumers	Product Component Adaptation, Brands, Innovation
7	16	IMC and International Advertising	Advertising
8	12	Global Marketing Management Planning	Planning Process, Entry Strategies
		EXAM	
9		TRAVEL WEEK	
10	8	Marketing Research - briefly covered - see notes	Research
	15	International Marketing Channels	Distribution Channels
11	18	Pricing in International Markets	Pricing
12		Final Project / Presentations	

Course Work

(Group) Case Analyses and Presentations: The case analyses and presentations will be in group format. NOTE that full team participation is expected and required of *every* student. There is absolutely no room for freeloading in this class. There will be peer evaluations, and teams will have the ability to remove non-participating team members. Low peer evaluations will result in a decreased individual score, and a peer evaluation score of less than 3 out of 7 will result in a zero for the applicable assignment(s).

(Individual) Field Journal: One way to develop an understanding of a culture and environment different from our own is to observe the behavior of its customers and the characteristics of its market (for example, many Japanese businesses send young executives to the United States for a year simply to observe and learn the culture). 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 summer) 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 during this summer session. 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.

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 the semester, 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 your paper, 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 we are accustomed to in the United States. Keep observing, comparing, and thinking. Any and all differences you can observe and document are encouraged for this assignment.

Field Journal Paper: Each student will write a term paper as part of the class requirements. The paper should not exceed 5 pages 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. 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, 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). (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).

Exams

Exams will feature short answer, fill-in-the-blank, and essay questions. Strategic analysis and application on the answers is expected.

Note that exams will cover all required readings, handouts, notes pages, and any/all class discussion.

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 that class (1/2 in the summer program)
- 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, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Interim Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

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 <https://tippie.uiowa.edu/current-students/undergraduates/academics/honor-code-judicial-board> 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 exhibit 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.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact the CIMBA Italy Office (cimba-italy@uiowa.edu) to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. 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, <https://osmrc.uiowa.edu>, and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.