



International Marketing

MKTG 4300

Fall 2019

Professor Name: Dr. Michele (Mickey) Bunn
Collat School of Business, University of Alabama at Birmingham
Professor Email: mbunn@uab.edu

Course Description

This course mainly focuses on developing a critical appreciation of the external forces that are increasingly shaping the marketing manager's job in the global economy. Students will learn about what is involved in making international marketing decisions including product, price, promotion, and place decisions, when and to what degree to standardize or adapt marketing programs, and when to centralize or decentralize marketing decision making. 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.

More specifically, this course is designed to:

- 1) create awareness regarding international environments, and how they influence the marketing operations of firms;
- 2) provide knowledge about various common forms of entering international markets;
- 3) discuss various marketing decisions (both strategic and operational) made by firms engaged in international business.
- 4) utilize case studies to develop problem solving skills of students pertaining to international marketing.

Course Materials & Resources

Textbook: **International Marketing** by Cateora, Graham, and Gilly (McGraw-Hill Publishers, 16th edition). Students are expected to read selected chapters from this book (indicated at the end of this syllabus).

Course Packet: Additional readings and lecture slides are provided. The lecture slides serve as a guide to the course materials and facilitate note taking. The slides only highlight the topics and you must read the book. Not EVERYTHING we discuss will be in the PPTs in the course pack. Take notes about key ideas, perspectives, and examples discussed in class.

Other Material: Your reading will be supplemented with case studies, articles, videos, and web-based materials. Always bring the textbook and course packet to class sessions. We will rely on the Canvas course to share information and learning activities.

Course Requirements

The course assignments and assessments of learning are briefly described below. Students should follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your work will be evaluated.

Class preparation and participation: Class sessions include discussions, activities, case analysis and small-group exercises. Daily and weekly class preparation assignments will be posted. Students are expected to complete the assigned readings, speak and contribute to the discussion and listen carefully and respectfully to others.

As part of class preparation, several short quizzes will be given to demonstrate students are keeping up with the readings. These are unannounced and are given at the start of a class session (some students call these “pop” quizzes).

Group Project:

Students work in groups to analyze a country and develop an international marketing plan for a product/brand. Project details will be in a separate document inside of Canvas.

Exams: The exams cover the key concepts of the course. Be sure to take notes in your course pack to focus on the most important concepts. The exams are made up of short answer and essay questions.

Grading

The course requirements and relative weights are shown below.

Course Requirements	% of Grade
Class Preparation and Participation: Case discussions, small group exercises, “Minute Papers,” and quizzes	25%
Group Project: Country Notebook Analysis and International Marketing Plan	15%
Exams: 2 @ 30% each	60%
Total	100%

Grading

The grading policy of the University of Iowa will be followed as a guideline for assigning final grades.

You will receive this grade:	If your total % score falls in this range:
A+	97-100
A	93 – 96.9
A-	90 – 92.99
B+	87 - 89.99
B	83 – 86.99
B-	80 – 82.99
C+	77 - 79.99
C	73 – 76.99
C-	70 – 72.99
D+	67 - 69.99
D	63 – 66.99
D-	60 – 62.99
F	00 - 59.99

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.

It is expected that final grade distribution will approximate the recommended guidelines of the Marketing Department at the University of Iowa, which is 20% A’s, 40% B’s, 30% C’s, and 10% D’s, however, such guidelines are only recommendations

Class Schedule

The schedule below is tentative and may be changed to meet the needs of the class. Guest speakers and company visits will also be put into the schedule.

	Topic	Chapter Readings and Exams	Activity or Cases
Week 1	Scope and Challenge of International Marketing	1	
Week 2	Cultural Dynamics in Assessing Global Markets	4	Country / Team Selection
Week 3	Culture, Management Style and Business Systems	5	Case
Week 4	The Political Environment: A Critical Concern	6	Project Part 1
Week 5	Developing a Global Vision through Marketing Research	8 (part)	Case
Week 6	Mid-Term Exam	C 1, 4, 5, 6, 8	
Week 7	Global Marketing Management: Planning and Organization	12	Project Part 2
Week 8	Products and Services (for Consumers and Businesses)	13/14	Case
Week 9	International Marketing Channels	15	
Week 10	Integrated Marketing Communications and International Advertising	16	Project Part 3
Week 11	Personal Selling and Sales Management	17	Case
	Final Presentation of Group Projects		Project Part 4 Presentations
Week 12	Final Exam	C 12, 13/14, 15, 16, 17	

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 Director, Stephanie Schnicker (319-3351041, 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/sites/tippie.uiowa.edu/files/documents/tippie-honor-code.pdf> 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.

Mental Health

Students are encouraged to be mindful of their mental health and seek help if they are feeling overwhelmed or incapable of meeting course expectations. For assistance with the class, students are encouraged to talk to the faculty member. For additional advice or support, students are encouraged to contact the CIMBA front office for assistance in seeking additional resources.

Sexual Harassment

Sexual Harassment: Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. The University will not tolerate sexual harassment, nor will it tolerate unwelcomed behavior of a sexual nature toward members of the University community when that behavior creates an intimidating or hostile environment for employment, education, on-campus living, or participation in a University activity. As a member of the university community you have a responsibility to report concerns of sexual harassment immediately to the CIMBA Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.