

INTERNATIONAL MARKETING

MKTG: 4300: EX4 SPRING 2020



TEACHER & COURSE

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INTERNATIONAL MARKETING (MKTG:4300)

Differences in the global environment: how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for non-U.S. environments. Prerequisite: MKTG:3000.

REQUIRED READINGS:

TEXT:

The text for this course is International Marketing by Cateora, Graham, and Gilly (McGraw-Hill Publishers, 16th edition). Students are expected to read selected chapters from this book (indicated in the Class Topic session at the end of this syllabus and identified by the word "Chapter" followed by the chapter number or by the letter "U" followed by the chapter and the subchapter numbers).

COURSE PACK:

Lecture PowerPoints are made available to you through the Course Pack. If necessary, updates, additions to the PowerPoints will be made available throughout the course.

Remember that not EVERYTHING we'll discuss in class can be found on the course pack. I encourage you to take notes as key ideas, perspectives, and examples are discussed in class.

Cases and Articles: cases and articles will be made available to students during the course. All students are expected to read these articles and come prepared to discuss them in class.

COURSE DESCRIPTION AND OBJECTIVES:

This course focuses on developing a critical appreciation of the processes related to global marketing management. 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. More specifically, this course is designed to

- Understand the fundamental concepts and processes related to business internationalization.
- Understand the role of international marketing and professional expectations in the context of global corporations.
- Identify and understand the actual, key success factors for an international marketer
- Understand the various forms of entering international markets and their respective managerial implications
- Improve the ability and practice the preparation and successful presentation of a strategic marketing plan to a Corporate Board of Directors

CLASS ELEMENTS:

Lectures and class discussions

Case analyses, presentations, and class discussions

Article presentation and discussion

GRADING & GRADING POLICY:

Since CIMBA is a study abroad program based at the University of Iowa, the grading policy of the University of Iowa will be followed as a guideline for assigning final grades. Each grading component will be graded with a score ranging from 1 to 100 using the following grading scale:

Total Percentage Score		Letter Grade	
From	To		
97	100	A+	
93	96.99	A	A
90	92.99	A-	
87	89.99	B+	
83	86.99	B	B
80	82.99	B-	
77	79.99	C+	
73	76.99	C	C
70	72.99	C-	
67	69.99	D+	
63	66.99	D	D
60	62.99	D-	
0	59.99	F	F

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 and on each of the 5 grading components. Thus it would be unrealistic to expect that all or most students will receive an "A" grade on any particular assignment, any particular grading component or as final grade.

GRADE COMPONENTS:

The finale grade will be built upon 5 (five) main grading components with a relative importance (weight) distributed as listed below:

Grading Component	Weight	Min # of Contributed Points	Max # of Points Contributed Points	Range
Regular End of Class Tests	20%	0	20	1-20
Group Assignments	10%	0	10	1-10
Individual Presentations	15%	0	15	1-15
Class Participation	15%	0	15	1-15
Final Test	40%	0	40	1-40
Total	100%	0	100	1-100

At the end of the course, in order to ensure the correct weighting of each component, the grades of each of the five grading components will be re-scaled from the 1-100 range to their respective point ranges (shown above) and the final grade will be obtained by summing the five rescaled scores.

EXPECTED STATISTICAL DISTRIBUTION OF GRADING

It is expected that final grade distribution will approximate the recommended guidelines of the Tippie School of Business for Required Courses, which is: 25% A's, 35% B's, 30% C's, and 10% D's, however, such guidelines are only recommendations. The distribution of grading for each test, assignment and of each student total is of course assessed in relation to the performances of the entire class.

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 (full) letter grade in class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in 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.

EXAMINATIONS:

Regular End of Week Tests are multiple-choice questions based on readings, lectures, class discussions, as well as applications of the concepts covered in class.

Final Test will comprise of a combination of multiple-choice and short answer questions based on readings, lectures, class discussions, as well as applications of the concepts covered in class.

CLASS PARTICIPATION:

The success of this course heavily depends on class discussions particularly related to the cases and the articles. I will keep track of each student's attempts to contribute constructively to class discussions and utilize this to assign points to his grading framework.

Please remember that just saying something in class (quantity of comments) does not constitute valuable participation, but the thought-provoking nature of comments (quality) is what is important.

It is also important to conduct discussions in a non-antagonistic, civil way so ideas and perspectives can be freely exchanged with others in a positive learning environment.

Please recall that this is an International Marketing class, not a yoga class: your voice, your constructive contribution must be audible and visible.

ACADEMIC MISCONDUCT:

It is my sincere hope that no student in this class submits work which is not his or her own. 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(s) whose identification number(s) appears on the project, the student will receive a zero (0) for the project and may receive an "F" for the class.

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, <https://diversity.uiowa.edu/policies/sexual-harassment>, and to seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.

TIPPIE COLLEGE OF BUSINESS HONOR CODE

Each student enrolled in Henry B. Tippie College of Business courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish.

By agreeing to the Honor Code:

- I commit to scholastic honesty and integrity;
- I agree to maintain the spirit of the Honor Code;
- I strive to set a standard of honest and ethical behavior that reflects well on me, the Henry B. Tippie College of Business and The University of Iowa.

HONOR CODE OFFENSES

All non-academic violations are referred directly to the Office of Student Life. The following is a non-exhaustive list of punishable offenses under the Honor Code. To provide additional notice, the Judicial Board will create unidentified records of all decided cases, and will make those records publicly available.

1. CHEATING INCLUDES:

- unauthorized use of notes, texts, or other aids during a test or quiz
- copying the work of others and/or allowing others to view your answers or copy your work during a test, quiz, or homework assignment
- continuing to work on an exam after time is called
- allowing other parties to assist in the completion of your test, quiz, homework, paper, or project when not permitted

2. PLAGIARISM INCLUDES:

- presenting the work of others without proper acknowledgment
- claiming the words and ideas of another as one's own
- failure to properly cite and specifically credit the source of both text and web materials in papers, projects, or other assignments
- copying source codes, graphs, programs, and spreadsheets
- copying answer keys and solution manuals without the authorization of the course instructor

3. UNAUTHORIZED COLLABORATION INCLUDES:

- working with other students on projects or assignments without authorization from the course instructor

4. Obtaining an Unfair Advantage includes:

- stealing, reproducing, circulating, or otherwise gaining access to examination materials prior to the time authorized by an instructor
- retaining, possessing, using or circulating previous given examination materials, when those materials are to be returned to the instructor
- intentionally obstructing or interfering with another student's academic work, or otherwise undertaking activity with the purpose of creating or obtaining an unfair academic advantage over students' academic work

5. Forgery includes:

- altering a score, grade, or schedule change on an academic record
- forging the signature of an instructor, advisor, dean, or another student without proper authorization

6. Facilitating Academic Dishonesty includes:

- helping or attempting to help another individual commit an act of academic dishonesty

ENDORSEMENT OF TIPPIE COLLEGE OF BUSINESS HONOR CODE:

Each student enrolled in Henry B. Tippie College of Business or School of Management courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish.

The following statement should appear on your examinations:

After completing your exam, sign and date the Honor Pledge below. If you cannot truthfully sign the pledge, you must contact your professor or a proctor before handing in your exam.

On my honor, I pledge that during this examination I neither gave nor received any assistance.

Signature Date ID

CLASS TOPICS:

A.1. FUNDAMENTALS

Fundamentals & Definitions in the International Context

A.2. THE PRODUCT MARKET MATRIX

The Product Market Matrix

A.3. PRODUCT-MARKET VALUATION PROCESS

Product-Market Valuation Process

B. CHAPTER 1 - SCOPE AND CHALLENGE OF INTERNATIONAL MARKETING

U1T0 SCOPE AND CHALLENGE OF INTERNATIONAL MARKETING

U1T1 The Significance of International Marketing

U1T2 International Marketing Task

U1T3 The Self-Reference Criterion (SRC) and Ethnocentrism's Major Obstacles

U1T4 Developing a Global Awareness

U1T5 Stages of International Marketing Involvement

C.1. FUNDAMENTALS OF ORGANIZATIONS & MANAGERIAL INTERACTIONS

Fundamentals of Organizations & Managerial Interactions

C.2. CHAPTER 5 - CULTURE, MANAGEMENT STYLE AND BUSINESS SYSTEMS

U5T0 CULTURE, MANAGEMENT STYLE, AND BUSINESS SYSTEMS

U5T1 Adaptation

U5T2 Management Styles around the World

U5T3 Gender Bias in International Business

U5T4 Business Ethics

U5T5 Synthesis Relationship-Oriented versus Information-Oriented Cultures

Why Do So Many Companies Forget the Rules.docx

D. CHAPTER 6 - THE POLITICAL ENVIRONMENT A CRITICAL CONCERN

U6T0 THE POLITICAL ENVIRONMENT A CRITICAL CONCERN

U6T1 Sovereignty of Nations

U6T2 Stability of Government Policies

U6T3 Political Risks of Global Business

U6T4 Assessing and Lessening Political Vulnerability

U6T5 Government Encouragement

E.1. CHAPTER 7 - THE INTERNATIONAL LEGAL ENVIRONMENT

U7T0 THE INTERNATIONAL LEGAL ENVIRONMENT

U7T1 Bases for Legal Systems

U7T2-Jurisdiction in International Legal Disputes

U7T3 Protection of Intellectual Property Rights

U7T4 Cyberlaw Unresolved Issues
U7T5 Commercial Law within Countries
U7T6 U.S. Laws Apply in Host Countries
U7T7 Export Restrictions
Wrong Assessment of Legal Environment

E.2. PREPARING A COUNTRY PRESENTATION

Preparing a Country Presentation

F.1. CHAPTER 8 - DEVELOPING A GLOBAL VISION THROUGH MARKETING RESEARCH

U8T0 DEVELOPING A GLOBAL VISION THROUGH MARKETING RESEARCH

U8T1 Marketing Research Scope and Process

U8T2 Problems of Availability and Use of Secondary Data

U8T3 Gathering Primary Data and its Problems

U8T4 Multicultural Research, Internet Research and Market Demand Estimation

F.2. DESIGN & MANAGE FOCUS GROUPS

Focus Groups

G. CHAPTER 9 - ECONOMIC DEVELOPMENT AND THE AMERICAS

U9T0 ECONOMIC DEVELOPMENT AND THE AMERICAS

U9T1 Marketing & Economic Development

U9T2 Marketing in a Developing Country

U9T3 Big Emerging Market & Economic Growth

U9T4 The Americas

H.1. CHAPTER 10 - EUROPE & AFRICA

U10T0 EUROPE & AFRICA

U10T1 Economic Union - Factors for Success

U10T2 Patterns of Multinational Cooperation

U10T3 EUROPE

U10T4 Africa & the Middle East

U10T5 IMPLICATIONS OF MARKET INTEGRATION

H.2. EUROPE & THE EURO FOR DR. STIGLITZ

Europe & the Euro: critical review of Dr. Stiglitz's position on the Euro Zone

I.1. CHAPTER 12 - GLOBAL MARKETING MANAGEMENT

U12T0 GLOBAL MARKETING MANAGEMENT

U12T1 Global Marketing Management

U12T2 Planning for Global Markets

U12T3 The Planning Process

U12T4 Alternative Market-Entry Strategies

U12T5 Organizing for Global Competition

I.2. THE STRATEGY PLANNING PROCESS

The Strategy Planning Process

I.3. DIAGNOSING STRATEGIC HESITATION - THE CIRCLE OF IMMOBILITY

Diagnosing Strategic Hesitation: The Circle of Immobility

L. CHAPTER 13 PRODUCTS AND SERVICES FOR CONSUMERS

U13T0 PRODUCTS AND SERVICES FOR CONSUMERS

U13T1 Quality

U13T2 Products and Culture

U13T3 Analysing Product Components for Adaptation

U13T4 Marketing Consumers Services Globally

U13T5 Brands In International Markets

M. CHAPTER 14 - PRODUCTS AND SERVICES IN B2B (BRANDS IN INTERNATIONAL MARKETS)

U14T0 PRODUCTS AND SERVICES FOR B2B

U14T1 Demand in Global Business-to-Business (B2B) Markets

U14T2 Quality and Global Standards

U14T3 Business Services

U14T4 Trade Shows and Relationship Marketing in B2B

N. CHAPTER 15 - INTERNATIONAL MARKETING CHANNELS

U15T0 INTERNATIONAL MARKETING CHANNELS

U15T1 Channel-of-Distribution Structures

U15T2 Distribution Patterns

U15T3 Alternative Middlemen Choices

U15T4 Factors Affecting Channel Choice

U15T5 Channel Management

U15T6 The Internet

U15T7 Logistics

O. CHAPTER 16 - INTEGRATED MARKETING COMMUNICATIONS

U16T0 INTEGRATED MARKETING COMMUNICATIONS

U16T1 Sales Promotions in International Markets

U16T2 International Public Relations

U16T3 International Advertising Strategy & Goals

U16T4 The Message Creative Challenges

U16T5 Media Planning and Analysis

U16T6 Campaign Execution and Advertising Agencies

U16T7 International Control of Advertising Broader Issues

P.1. CHAPTER 17 - PERSONAL SELLING AND SALES MANAGEMENT

U17T0 PERSONAL SELLING AND SALES MANAGEMENT

U17T1 Designing the SalesForce

U17T2 Selecting, Training and Motivating Sales and Marketing Personnel

U17T3 Designing Compensation Systems and Evaluating Sales Representatives

U17T4 Preparing Personnel for Foreign Assignments

U17T5 Skills Required by a Global Manager

P.2. GLOBAL INCENTIVE & COMPENSATION PLAN

Global Incentive & Compensation Plans

Q. CHAPTER 18 - PRICING FOR INTERNATIONAL MARKETS

U18T0 PRICING FOR INTERNATIONAL MARKETS

U18T1 Pricing Policy

U18T2 Approaches to International Pricing

U18T3 Approaches to Reducing Price Escalation

U18T4 Leasing in International Markets

U18T5 Administered Pricing

U18T6 Getting Paid- Foreign Commercial Payments

R. CHAPTER 19 - INVENTIVE NEGOTIATIONS

U19T0 Inventive Negotiation

U19T1 Dangers of Stereotypes in International Business Negotiations

U19T2 The Pervasive Impact of Culture on Negotiation behavior

U19T3 Implications for Managers and Negotiators

U19T4 Inventive International Negotiations

S. FINANCE FOR INTERNATIONAL MARKETING

Finance for Int. Marketing

T. INTERNATIONAL JOINT VENTURES

International Joint Ventures