



International Marketing

MKTG 4300

Spring 2023

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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.

This is a very applied and hands-on class. The course will have weekly, applied cases that students will work through to find solutions for clients. Students will be expected to come prepared to present and discuss.

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.
7. have applied their knowledge to create insightful solutions for common international marketing issues.

Course Materials & Resources

Required Text:

Articles and interactive notes and cases assigned by the instructor.

Students are expected to read the required weekly material before class and be prepared to discuss.

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-addddrops>.

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	
Individual Items	
Exam 1	100
Exam 2	100
Case Analysis: The Chocolate Wars	40
Show and Teach	10
Group Items	
Group cases (5*30)	150
Final Project and Presentation	50
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+

Course Work

Team Cases 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).

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.

Rules for Individual Show and Teach (2 to 5 minutes)

- Fill out the required Show and Teach item
- You must bring a visual – either a picture or an actual item – of something you found during your travels that relates to the class
- The visual must not have been presented to the class before
- You must connect the item to a concept that has been or will be covered in class
- Explain to the class what the item is and how it relates to a particular concept. Also discuss what this means to marketers (why it is important or the takeaway from what you presented).
- Presentation can be about three minutes long, for a maximum of five minutes.

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.

International Marketing Tentative Weekly Schedule

Week	Chapter / Topics	Tuesday		Thursday
1 Jan 16-22	Intro to Class 1: The Scope and Challenge of International Marketing	Class time 3:00pm - 4:50pm		Short class 10:55 – 11:55am
2 Jan 23-29	2: Marketing Research	Normal class time: 1:45 – 3:35p Team formation		NO CLASS
3 Jan 30 – Feb 5	3: Barriers to trade 4: Environment of International Trade – patterns, agreements	Team Case: Fazzion Part 1 (Tariffs) <i>(Team cases will <u>begin</u> this day in class)</i>		Case wrap-up <i>(Only the first part of case needs to be completed before start of class)</i>
4 Feb 6-12	5: Cultural Dynamics	Team Case: Fazzion Part 2 (Fashion Culture)		Case wrap-up
5 Feb 13-19	6: Innovation and Adaptation / Products and Services	Team Case: Kize (Adaptation)		Case wrap-up
6 Feb 20-26	Introduction of Final Project	Travel Weekend		EXAM 1
7 Feb 27 – Mar 5	7: Market Attractiveness	Team Case: Bertagna (Market Attractiveness)		Case wrap-up
8 Mar 6-12	TRAVEL WEEK			
		Monday	Wednesday	Friday
9 Mar 13-19	8: Advertising 9: Technology	Team Case: Bertagna Part 2 (Advertising)	Field trip?	Case wrap-up
10 Mar 20-26	Continuing Technology 10: Entry Modes		Individual Case Analysis Due: The Chocolate Wars	Travel Weekend
11 Mar 27- Apr 2	11: Channels Final Projects		EXAM 2	All Show and Teach Due
12 Apr 3-7	Final Projects		Final Project & Presentations	