



International Marketing

UNH Course Code: MKT320

Subject Area(s): Marketing, Business

Level: 300

Prerequisites: Introduction to Marketing

Language of Instruction: English

Contact Hours: 45

Credits: 3

Description:

The task of international marketing is complex enough when the company operates in a single foreign national market. It is much more complex when the company starts operations in several countries. Globalization is the growing interdependence of national economies involving primarily customers, producers, suppliers and governments in different markets. Therefore, global marketing reflects the trend of firms selling and distributing products and services in many countries around the world and it is associated with governments reducing trade and investment barriers, firms manufacturing in multiple countries and foreign firms increasingly competing in domestic markets. Marketing programs must in these situations, adapt to the needs and preferences of customers that have different levels of purchasing power as well as different climates, languages and cultures.

Learning Objectives:

- categorize the environment variables that influence international marketing
- compare the more typical management decisions and problems faced, highlighting those peculiar to the international arena
- develop the strategies and tactics that can lead to successful international marketing given those environmental constraints
- conceptualize problems on strategy and International Marketing
- establish how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations
- evaluate how the separate functional tasks leading to the implementation of an effective international marketing plan

Instructional Format:

Class meets twice a week. Course work is comprised of in-class lectures and discussions, group exercises, extensive outside readings, and independent group and individual onsite study. Some onsite study will be integrated into class-time while others will be assigned as out-of-class independent learning. *If you require any special accommodations, please contact the instructor.*

Approach

The orientation of this course is twofold:

- I. It is descriptive in that it is designed to provide you with a solid grounding in and working knowledge of marketing in an International context.

II. It is analytical and applications-oriented in that it provides you with the opportunity to gain experience applying your working knowledge to concrete case studies and rendering judgments on those studies.

In the end, you will develop your management skills by applying, analysing and solving "real" problems of international marketing as presented in the case studies.

Pace

The pace of this course will be brisk and much of your success will depend on your ability to effectively plan your time and activities as an individual but also as a team member.

Course Requirements:

Class Participation: You will be expected to attend ALL scheduled class meetings listed in the course outline below. Since success in business and management require a high level of interpersonal skills, grading to a greater extent than in most of your other classes will be based on your active class participation, with the major emphasis on the quality of your attitude and contribution and not on the quantity.

Case Preparation: You and at least one other student will be assigned one or more cases for analysis, discussion or presentation. All work must be ready by the beginning of the class on the date assigned and any late work will result in a zero (0) not just an F. If you are having any problems contact your instructor at least 24 hours in advance.

Examinations: There will be one exam (final exam). This examination will be in the form of essay questions, references to cases, etc. Make-up exams will only be administered in accordance with established CEA Academic Policy.

Lap-top computers and mobile telephones: The use of these during the lessons is strictly forbidden unless you are specifically instructed to use these by the instructor.

Academic Honesty

As explained in the CEA Handbook all members of the CEA community are expected to "maintain the highest standards of academic honesty in all aspects of CEA's academic programs." In this course this is interpreted to mean that students will not seek to submit the work of another as their own be it in case analysis or marketing game decisions. Nor will they give or receive unauthorized assistance, or use unauthorized information (answers/notes) while taking examinations. Should you be discovered violating this policy both the giver and the receiver will be penalized.

Dishonest behaviour is often the result of poor planning or lack of confidence. Encouraging others to continue this type of behaviour hinders growth and personal development and lowers the overall level of quality of the CEA Student when he or she enters the working world. Should you or someone you know in the class need assistance, please seek the assistance of the instructor. But, please do so early on in the course so as to avoid unnecessary disappointments.

Form of assessment:

Students will be assessed on the basis of:

1. Class attendance and participation (total 10%),
2. Group presentation of practical cases (30%), students will work in groups of four to analyse situations outlined in specific case studies and develop their recommendations. The groups will present their conclusions to the assembled class.

3. Final exam (30%).

4. Group Presentation of Assigned Research Project (30%)

Grades will be based on the following scheme, for the Group Presentations :

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	A+ (9.70–10.00)
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	A-/A (9.00–9.69)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B/B+ (8.40–89.90)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	C+/B- (7.70–8.39)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C (7.00–7.69)
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	D (6.00–6.69)
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	F (0–5.90)

Work of "A" 90-100% quality demonstrates mastery of the facts and interpretations found in the readings, lectures, and discussions. Work at this level demonstrates a comfortable command over the course material and is characterized by the student's independent evaluation and interpretation of that material. An A paper has an interesting and original argument that is consistently supported by well-integrated and well-chosen evidence.

Work of "B" 80-89% quality demonstrates a solid understanding of the material, adequately addresses the assigned topic or task, and is written clearly and is free of technical errors. A B paper, is one that fails to analyze material thoroughly or is marred by problems of presentation, a weak or lack-luster argument and/or evidence that is used inconsistently or poorly.

Work of "C" 70-79% quality demonstrates a general working knowledge of the material and addresses the assigned topic or task, but has some significant structural flaw, absence of information, or too imprecise a treatment that will merit a C. The paper or exam may have no argument, ignores important and obvious sources and/or contains only a minimum of interpretation.

Work of "D" 60-69% quality does not demonstrate a working knowledge of the necessary material, fails to support its argument with sufficient evidence or fails to fulfil the assignment in some non-minor way.

Work of "F" below 60% fails to fulfil the assignment in some fundamental way. It may have been late, thrown together quickly with little or no attention to the materials assigned for the class.

At the end of the course the students will undertake an exam in which the individual students will study a practical marketing case and develop their recommendations as to their preferred plan of action.

If you require any special accommodations, please contact your instructor.

CEA Grading Scale				
Letter Grade	Numerical Grade Low Range	Numerical Grade High Range	Percentage Range	Quality Points
A+	9.70	10.00	97.0 - 100%	4.00
A	9.40	9.69	94.0 - 96.9%	4.00
A-	9.00	9.39	90.0 – 93.9%	3.70
B+	8.70	8.99	87.0 – 89.9%	3.30
B	8.40	8.69	84.0 – 86.9%	3.00
B-	8.00	8.39	80.0 – 83.9%	2.70
C+	7.70	7.99	77.0 – 79.9%	2.30
C	7.00	7.69	70.0 – 76.9%	2.00
D	6.00	6.99	60.0 – 69.9%	1.00
F	0.00	5.99	0 - 59.9%	0.00
W	Withdrawal			0.00
INC	Incomplete			0.00

Appealing a Grade:

Please be advised: any grade dispute you have during the course must immediately be addressed with the instructor and definitively resolved before the last week of class. Only end-of-term assignments graded after the end of your program are subject to CEA’s formal grade appeal procedure.

CEA Attendance Policy

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day’s class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In this course, a maximum of 3 days of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A+ to B+) for missing 4 days of class, regardless of the reason for your absence.
- Your final course grade will drop another full letter grade (e.g. B+ to C+) for missing 5 days of class, regardless of the reason for your absence.
- If your absences exceed five (5) days of class, you will automatically fail this course (e.g., C+ to F; miss six (6) or more days to receive an “F”).

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 12 hours of class every week. Consequently, the Dean and Program Director will

dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

Arriving Late for Class:

A student consistently arriving late for class displays an unacceptably deficient degree of participation, and an unacceptable lack of respect for his instructor and fellow students. Instructors will reflect students' persistent lateness by deducting percentage points from the total 10% earmarked for Participation as indicated on the syllabus. Please note that missing a significant portion of one of your classes can be considered a full absence at the discretion of the professor. Always communicate to your teacher if you need to leave early due to illness, or if you are late due to serious, unforeseen circumstances.

Cellphones:

During class time, all mobile phones must be switched off. In case of family emergency, students can keep their phones on (silent mode) after asking for permission before class starts.

Laptops:

Responsible use of laptop computers during class is encouraged, and so when required by your professor you must be prepared to turn them off and/or close them during certain activities.

Missing Examinations:

Students who miss the final examination at the assigned hour will not be permitted to sit a make-up examination without written permission from the Academic Dean. Permission will rarely be granted. It might be granted in the case of instances of serious, documented illness (see the attendance policy for more details), but never for travel.

Examinations will not be rescheduled under any circumstances, except in cases of genuine emergencies. Such cases should be taken to the Academic Dean in writing. Missing an examination for whatever reason is effectively an absence from class.

Required course materials:

Doole and Lowe, International Marketing Strategy-4th Ed. (Thompson Learning Co, Surrey, UK) 2003
Curry, A Short Course in International Marketing, (World Trade Press, San Rafael, C A) 1999 Optional

Students are also expected to read a current newspaper or Journal in the area of International Business, and/or current events. The following are recommended: The Economist, Business Week, Time, Harvard Business Review and The Wall Street Journal.

Online Reference & Research Tools:

www.tradeport.org

TradePort offers data on 175 countries, free of charge.

Developing Export Strategy: This section details issues involved in entering the foreign market, finding and developing trade leads, exporting directly and indirectly, pursuing international bid opportunities, managing and motivating distributors, promoting your product and traveling overseas.

www.esomar.com

ESOMAR is the world organization for enabling better research into markets, consumers and societies. With 5,000 members in 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

www.acnielsen.com

ACNielsen was established in the United States in 1923 by Arthur C. Nielsen, Sr., one of the founders of the modern marketing research industry. Nielsen's operations span more than 100 countries. Headquartered in New York. The major regional business centers are located in Schaumburg, Illinois; Wavre, Belgium; Hong Kong; Sydney, Australia; Buenos Aires, Argentina; and Nicosia, Cyprus. Among many innovations in consumer-focused marketing and media research, Mr. Nielsen was responsible for creating a unique retail-measurement technique that gave clients the first reliable, objective information about competitive performance and the impact of their marketing and sales programs on revenues and profits.

www.tnsglobal.com

TNS is the world's largest provider of customized market information and analysis. TNS competitive advantage derives from the combination of our global network, in-depth industry sector understanding and world-class research expertise.

TNS business is to provide market information and insight to help clients make better, more informed business decisions.

Global and local clients are from TNS offices in 80 countries.

www.marketingpower.com

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession

www.marketresearch.com

MarketResearch.com is the world's largest and continuously updated collection of market research. As your single source for market intelligence, MarketResearch.com offer more than 160,000 market research reports from over 600 leading global publishers. Consumer goods market research reports provide strategic insight into product trends and new opportunities in consumer goods and services industries

www.researchinfo.com

Market Research Library: Articles submitted by market research professionals from around the world. This will become the source you turn to every time you're looking for information on the market research industry.

www.bbdo.com

Global commercials made by BBDO Worldwide (New York). The fourth largest global agency network 287 Offices in 79 countries, over 17.000 employees.

www.saatchi.com/worldwide/index.asp

Global commercials made by Saatchi. More than 150 advertising offices in 86 countries.

www.burson-marsteller.com/default.aspx

A global public relations and communications firm providing strategic counsel in the digital age.

International Marketing
Course Content

Dates	Topic	Activity	Required Readings (RR)
1	Introduction	Review of Course Syllabus and course logistics	<ol style="list-style-type: none"> 1. <i>Why future Business Leaders will have to learn how to give great speeches</i> (Richard Ivey Business School, 2010) 2. <i>How to tell a story</i>, Parts 1 and 2, (Stamford Graduate School of Business, Aug. 2009)
2	Changing Business Environment	Lecture and Discussion Film Viewing: “ <i>Did you know – Video of the Future</i> ”	<i>A Long-Wave Theory on Today’s Digital Revolution</i> , Elin Whitney-Smith, Strategy and Business, May 2011.
3	Marketing Strategy Development	Lecture and Discussion	1. <i>How to conquer a well protected Market</i> (HBR, May 2007),
4		Group Work: Case Study: <i>Atlas Electrica</i> , (INCAE, 2004)	2. <i>Shaping Strategy in a World of Constant disruption</i> , John Hagel III, John Seely Brown, and Lang Davison, HBR Oct 2008
		Presentation of Group Work Results	3. Instructors Notes: International Marketing Strategy and Globalisation

5				
6	PESTEL	Lectures and Discussions	1. <i>IKEA: Culture as a Competitive Advantage</i> 2. <i>Here come the Sogo Soshas</i> , William Holstein, Strategy & Business, Oct 2009 3. Instructors notes on National Business Cultures	
7				
8				
9				Group Work: <i>Ducati Motorcycles</i> (INSEAD 2000)
10				Presentation of Group Work Results
11	Market Segmentation and Product Placement	Lecture and Discussion	Instructors Notes on Product Life Cycle	
12		Group Work: case study- <i>Jotoung Soymilk Maker</i> (KELLOGG 2005)		
13		Presentation of Group Work Results		
14	Developing the 4Ps in International Context	Lectures and Discussions	<i>Strategies to fight low-cost rivals</i> , Nirmalya Kumar, HBR Dec 2006	
15				

16		Group Work: Case Study - : <i>Vapiano</i> , G.Walsh, A.Desenis and T.Kilian, Universitat Koblenz, Mar 2011	
17		Presentation of Group Work Results	
18	New Market Entry	Lecture and Discussion	Instructors Notes on Marginal Costing and the Domino effect
19		Group Work: Case Study - <i>BMW's Project Switch</i> , Das Naryandas and Kerry Herman, HBS Sept 2008	
20		Presentation of Group Work Results	

21	Social Media Marketing	Lecture and Discussion	1. <i>Marketing Plots – learning from the stories about the stories</i> , Uri Bariuchin, Brandinstinct, Feb 2008 2. <i>Five killer strategies to dominate SMM Big 3</i> , Awareness Inc., June 2012 3. <i>The influence of SMM on the purchase decision</i> , Ron Wilcox and Polly Black, Darden School Foundation, August 2010 4. <i>Capturing the World's emerging middle class</i> , David Court and Laxman Narasimhan, McKinsey Quarterly, July 2010
22		Group Work: Case Study - <i>Branding in Social Media – evidence from Starbucks, Harley-Davidson and Ryanair</i> , Sabrina Breciani and Andreina Mandrelli, IMCA, 2010	
23		Presentation of Group Work Results	
24	Regional Marketing Arrangements	Lecture and Discussion	
25	Negotiations	Lecture and Discussion	Instructors notes on Negotiations
26		Group Work: Case Study - <i>Can this merger be saved?</i> , HBR	
27		Presentation of Group Work Results	
28	Final Exam		