

International Marketing

Course code: MKT318

Semester and year: Spring 2021

Day and time: Thursdays 11:30-14:15

Instructor: Dan Ravick Fiala, MBA, PMP, PMI-RMP

Instructor contact: Phone: Mobile: +420-739-946-254 (if you text me, include your name and class) Skype: danfiala, **MS TEAMS**

Consultation hours: One hour after the lesson or by appointment

Credits US/ECTS	3	Level	Intermediate
Length	15 weeks	Pre-requisite	MKT248
Contact hours	42 hours	Course type	Elective/Required

1. Course Description

This intermediate course provides a comprehensive up-to-date theoretical and practical understanding of the differences between, and challenges of, successfully doing business internationally as compared with the domestic market. A basic understanding of business, marketing, and market research concepts, strategies, and tactics, as well as terminology is, therefore, assumed. The framework of the course is built upon marketing principles and applying them in international markets – including multi-cultural environments in different countries. The course includes a review of the international environment in terms of political, economic, socio-cultural and income differences and different buying habits to provide the context for the necessary analysis and decision-making. The course methodology combines studying the theory and practice of international marketing with real-life examples of success and failure in international consumer and business markets. Throughout the course there are practical exercises to evaluate the student's understanding of how organizations can develop and implement an effective international marketing strategy and gain a competitive advantage. A final team project, which is developed by the students throughout the course, will be presented at the end of the course to demonstrate the student's mastery of the topics studied.

2. Student Learning Outcomes

Upon completion of this course, students should be able to:

- Describe the theories and concepts underlying international marketing;
- Demonstrate the ability to apply international marketing theory and concepts to what marketers are doing in the real world;
- Comprehend and have a clear understanding of the challenges of marketing in international markets;
- Demonstrate the ability to use up-to-date international marketing strategies;
- Describe the key differences in the management of international marketing versus domestic marketing;
- Formulate a conceptual framework for assessing international markets and environments for business opportunities, challenges and risks;
- Demonstrate the ability to understand and apply different marketing techniques and tools in international environments with different cultures;
- Explain the main business models used by international marketers.

3. Reading Material

Required Materials

Presentations and reading material will be available online.

- Case study for each topic and chapter from Harvard Business Review. Readings should be done prior to class for which they are assigned as students will regularly be tested.

Recommended Materials

- "International Marketing: a Global Perspective", Hans Muehlebaer, Helmut Leih, Lee Dahringer (available on Google Books)
- "Marketing Across Cultures", Jean Claude Usunier, Julie Anne Lee, Fourth Edition, Prentice Hall - available electronic version in library and posted on course director.

4. Teaching methodology

The course is divided into 13 lessons, during which a variety of student participation methods are used, (as detailed below). Classes will be organized principally – but not exclusively – around presentations based on the course book, (see above). Discussions are encouraged and case studies will be used to demonstrate students' analytical thinking, creative problem-solving skills, and information acquisition. Before each class, each student should, therefore, be prepared to discuss the session topics, (see Course Schedule, below).

- Slide presentations and discussions on the topics new to most students, encouraging interaction during the presentations with examples.
- Each chapter will be discussed in terms of practical application with usage of case studies.
- Final review and class/peer evaluation of each team's final presentation to practice understanding in various business environments, or cases.

The basic premise is that we REALLY learn by doing. First, we need to know what we do not know (knowledge transfer). Then we need to see how what we do not know is being applied (association). THEN, we need to practice together how we apply creatively in our own project how these concepts and capabilities can be applied (deep learning) to solve business problems or to capture an opportunity – collectively, these create competitive advantages. The final grade is based on the student's and their team's ability to apply what they have learned to create a competitive advantage.

To maximize the value for the students, it is STRONGLY encouraged for students to complete the reading BEFORE the lesson, allowing maximum discussion on current applications of the topics. The student's ability to interact in real time during the course discussion is a critical skill in business and is, therefore, a critical success factor in the learning process.

5. Course Schedule

Date	Class Agenda
11 th February 2020	<p>Topic: Class Kick-off!!!</p> <p>Description:</p> <ul style="list-style-type: none">• Quick introduction to the course.• Quick introduction to the instructor, his background and work experiences.• Student introductions.• Expectations, course flow & grading.• Marketing and value creation. <p>Reading: Course syllabus (on NEO).</p> <p>Assignments/deadlines: Students will briefly introduce themselves to the class.</p>

<p>18th February 2020</p>	<p>Topic: Why Go International?</p> <p>Description:</p> <ul style="list-style-type: none"> • Setting the Context – Macro “helicopter view”, why firms go international. • Value for firms. • Opportunities / Challenges. <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: Due: Project Deliverable #1</p>
<p>25th February 2020</p>	<p>Topic: The Context of Global Trade</p> <p>Description: The economics and mechanics of global trade will be discussed. The benefits, barriers and implications of trade will be explored. Common trade myths will also be dispelled.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: NONE</p>
<p>Feb. 26th 2020</p>	<p><i>Class Make-up Day (if required), NB FRIDAY</i></p>
<p>4th March 2020</p>	<p>Topic: Understanding the International Environment.</p> <p>Description: – Introduction and analysis of the political, legal, environment, economic, social-cultural, technological, international, and competition (PLEESTIC) factors and their effect on internationalization strategies.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines:</p>
<p>11th March 2020</p>	<p>Topic: Conducting International Research – Opportunity Analysis.</p> <p>Description: Introduction and evaluation of different international market research methods.</p> <p>Reading: NONE</p> <p>Assignments/deadlines: NONE</p>
<p>18th March 2020</p>	<p>Topic: International Market Segmentation & Niche Marketing Strategies.</p> <p>Description: Introduction and analysis of international market segmentation strategies in terms of identifying valuable customer segments and the appropriate “beachhead market.”</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: Due: Netflix Case Analysis</p>

25 th March 2020	<p>Topic: Global Marketing Strategies.</p> <p>Description: Introduction to strategies and frameworks in the assessment of Global Marketing Strategies.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: Due: Project Deliverable #2</p>
March 26 th	Class Make-up Day (if required), NB FRIDAY
1 st April 2020	<p>Mid-term Exam.</p> <p>Students will have the opportunity to answer theoretical and practical questions based on the topics that are delineated in this syllabus and that were discussed or assigned in class lectures, articles (provided on NEO), various assignments that were given as well as to understand the mechanics and major points of case studies analyzed.</p> <p>Please, also note that class slides are only meant to refresh your memory and complement your own note taking as class discussions and the whiteboard will be used throughout the course to introduce, explain, and discuss key points.</p>
8 th April 2020	Mid-term Break
15 th April 2020	<p>Topic: Market Entry Strategies.</p> <p>Description: Introduction to market entry strategies in terms of their risk, control, investment, and speed. Further, topics such as branding, and understanding the alchemy of standardization, unification and localization will be discussed.</p> <p>Reading: Students will be asked to read an article that will be used for class.</p> <p>Assignments/deadlines: Due: Project Deliverable #3.</p>
22 nd April 2020	<p>Topic: Balancing Global Marketing Strategies.</p> <p>Description:</p> <p>Utilizing the groundbreaking work of Professor Ghemawat with the key insight that Adaption is not the only strategy that firms should utilize when going international.</p> <p>Managing Global Strategy utilizing Adaption – Aggregation and Arbitrage.</p> <p>Reading: Students will be asked to read an article that will be used for class.</p> <p>Assignments/deadlines: Due: Project Deliverable #4.</p>

29 th April 2020	<p>Topic: International Product and Service Management</p> <p>Description: Introduction to managing products/services across borders and through the Product Life Cycle and managing innovation across borders.</p> <p>Reading: NONE</p> <p>Assignments/deadlines: NONE</p>
April 30th	<i>Class Make-up Day (if required), NB FRIDAY</i>
6 th May 2020	<p>Topic: Pricing in International Markets</p> <p>Description: Introduction to the concept of strategic pricing and what challenges that entails when doing business internationally.</p> <p>Reading: Students will be asked to read an article that will be used for class discussion.</p> <p>Assignments/deadlines: NONE</p>
13 th May 2020	<p>Topic: Student Check Point Presentations for students to practice individually or to schedule with instructors.</p> <p>Description:</p> <ul style="list-style-type: none"> Students will present their mock presentations to receive final feedback from each other and from the course leader <u>with the aim to improve and pivot if needed before the final presentation to the client.</u> <p>Reading: NONE</p> <p>Assignments/deadlines: Due: Project Deliverable #5.</p>
20 nd May 2020	<p>Topic: Special Topics in International Marketing</p> <p>Description:</p> <ul style="list-style-type: none"> This class will also be dedicated to new and special topics in International Marketing. <p>Reading: NONE</p> <p>Assignments/deadlines: Due: Project Deliverable #6.</p>
14th May	<i>Class Make-up Day (if required), NB FRIDAY</i>
24 th May 2020	<p>Topic: No Class</p> <p>Assignments/deadlines: Due: Project Deliverable #5.</p>

6. Course Requirements and Assessment (with estimated workloads)

Assignment	Workload (average)	Weight in Final Grade	Evaluated Course Specific Learning Outcomes	Evaluated Institutional Learning Outcomes*
CP: Participation Professionalism Preparedness	42 hrs.	10%	<p>Ability to read, think, and express ideas analytically, critically, and creatively.</p> <p>Ability to ask and answer questions relating to subject knowledge.</p> <p>Ability to communicate effectively in oral English.</p> <p>Ability to identify and summarize key points relating to a topic.</p> <p><i>Demonstrate nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.</i></p>	1, 2, 3
CW1a; Project Deliverable #1	1 hr.	5%	<p>Team Information Document</p> <p>Students will create a document that will provide information on:</p> <ul style="list-style-type: none"> ● Team Members ● Team Quick Strengths/ Skills or Experience ● Communication Plan –that will describe how students will communicate and integrate the work 	1, 2
CW1b: Project Deliverable #2	7 hrs.	10%	<p>Project Scope Document Changed to Individual.</p> <p>Students will provide a memo that will show/explain the following:</p> <ul style="list-style-type: none"> ● Main project deliverables ● Time plan for work of each team member on all major deliverables ● Data gathering methods to be used ● How the analysis will be conducted 	1, 2, 3

<p>CW1c: Project Deliverable #3</p>	<p>15 hrs.</p>	<p>10%</p>	<p>Project Draft Document</p> <p>Students will provide written draft version of the analysis done so far including the following:</p> <ul style="list-style-type: none"> • Data collection methodology used • Preliminary Analysis of Data • Preliminary Recommendations • Major Challenges • Communication with Client • Next Steps <p>*(approximately 6 to 8 pages in length)</p>	<p>1, 2, 3</p>
<p>CW1d: Project Deliverable #4</p>	<p>10 hrs.</p>	<p>0%</p>	<p>Checkpoint Presentation</p> <p>Students will present their presentations in the week before the final presentations.</p> <p>Objective: to gain and incorporate feedback to improve the final presentation.</p>	<p>1, 2, 3</p>
<p>CW1e: Project Deliverable #5</p> <p>10-page analysis paper.</p>	<p>25 hrs.</p>	<p>15%</p>	<p>Final Project Written Deliverable</p> <p>Students will provide a complete written analysis of their project design, analysis, and findings. Including the following:</p> <ul style="list-style-type: none"> • Professional Formatting • Well structured • Data collection methodology used. • Well-structured and in-depth data analysis • Key Recommendations based on Analysis. • Major Challenges • Communication with Stakeholders • Areas of Improvement in Project Design 	<p>1, 2, 3</p>

CW1f: Project Deliverable #6 Project Final Presentation In-class presentation of about 20 minutes + Q/A 10-page analysis paper.	15 hrs.	10%	Final Project Presentation Students will present their findings in a clear and crisp presentation to the client. (Presentation plus Speakers' Notes.) Students will be graded based on the level of analysis as well as in presentation format, style, and delivery. Students should approach their project presentation not solely as an analyst but as a business manager and, thus, should focus on recommendations – what are the risks and how they would implement their recommendations to be most effective. (Business report format.)	1, 2, 3
CW2: Reflection Memos	5 hrs.	10%	Ability to reflect, think holistically (from a wider view) and critically analyze specific issues.	1, 2, 3
CW3: Case Analysis	10 hrs.	20%	Ability to practically apply teachings to real world situations and selected cases.	1
E: Mid-term Exam	20 hrs.	20%	Ability to analyze and answer both theoretical and practical questions.	
TOTAL	150	100%		

*1 = Critical Thinking; 2 = Effective Communication; 3 = Effective and Responsible Action

7. Detailed description of the assignments

Detailed description of the course participation and assignment grading

Participation, Professionalism & Preparedness: • *Demonstrate* nothing less than a level of professionalism, preparedness, and tact that you would expect of those whose services you would employ.

Participation assessment breakdown

Assessed area	Percentage
Punctuality	10%
Preparedness	45%
Professionalism	45%

Total	100%
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Reflection Memos: • Demonstrate an understanding and ability to critically analyze the topic/article specified.

Assessment breakdown

Assessed area	Percentage
Structure / Grammar	20%
Clarity and description of the issue	50%
Critical Analysis	30%
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Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Project Deliverable # 4 & 6 • Demonstrate an ability to analyze and present information verbally and with the use of presentation aides that deliver a message that is clear, concise, and insightful.

Assessment breakdown

Assessed area	Percentage
ORGANIZATION AND DEVELOPMENT: Structure of the report, logical coherence (including title, table of contents executive summary, introduction, conclusion, and recommendations)	10%
CONTENT / QUALITY OF IDEAS: Includes: use of supportive material (e.g., charts, diagrams, illustrations, maps, and tables) Knowledge of methodology, its application: 15 - Own contribution, originality of ideas: 40	55%
QUALITY OF RESEARCH Work with sources and literature	10%
CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of IM Project report: 5	10%
Verbal Delivery	10%
Management of Q/A	5%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Project Deliverables # 1, 2, 3, 5 • Demonstrate an ability to analyze and convey information in written form that delivers a message that is clear, concise, and insightful.

Assessment breakdown

Assessed area	Percentage
ORGANIZATION AND DEVELOPMENT: Structure of the paper, logical coherence (including title, table of contents executive summary, introduction, conclusion, and recommendations)	10%
CONTENT / QUALITY OF IDEAS: Includes: use of supportive material (e.g., charts, diagrams, illustrations, maps, and tables) Knowledge of methodology, its application: 15 - Own contribution, originality of ideas: 55	55%
QUALITY OF RESEARCH Work with sources and literature	10%

CLARITY, FORMAT, READABILITY, AND QUALITY: Writing style, level of English: 5 Formal quality and format of Int. Mktg. project report: 5	10%
Verbal Delivery	10%
Management of Q/A	5%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Case Analysis • Demonstrate ability to read, analyze and understand managerial issues.

Assessment breakdown

Assessed area	Percentage
Understanding of case fundamentals	50%
Critical Analysis	30%
Articulation of insights, answer questions, and ask questions	20%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

Unless otherwise specified, for ALL assignments, as per university regulations, five academically respectable correctly cited sources are the *minimum* expected. Any assignments NOT meeting this standard will NOT be graded.

Mid-term Exam • Comprehensive assessment of knowledge acquired in the first half of the class.

Assessment breakdown

Assessed area	Percentage
Understanding of international marketing fundamentals	50%
Critical analysis	30%
Articulation and development of well-structured responses	20%
Total	100%
PENALTY FOR ERRORS IN SPELLING, USAGE, MECHANICS	Up to -5%

8. General Requirements and School Policies

General requirements

All coursework is governed by AAU's academic rules. Students are expected to be familiar with the academic rules available in the Codex and Student Handbook and to maintain the highest standards of honesty and academic integrity in their work.

Electronic communication and submission

Communication: The university and instructors shall *only* use students' university email address for communication. It is strongly recommended that any email communication between students and instructors take place in NEO LMS.

Email Protocol: Each e-mail sent to an instructor that is about a new topic (meaning not a reply to an original email) shall have a new and clearly stated subject and shall have the course code in the subject, for example: "MKT318 Mid-term Exam. Question".

Document Submission & Naming: All electronic submissions are carried out through NEO LMS. No substantial pieces of writing (especially take-home exams and essays) can be submitted outside of NEO LMS.

For any documents submitted electronically the file name must include the following:

- Number of Assignment, Project, or Presentation

- Course Number
- Your Last Name

Example: **MKT318_CW1_Smith.doc**

Student Name, Course# and Assignment No. should be clearly visible on the first page of all assignments. (Use the **SBA Assignment Template**, provided.)

Attendance

Attendance, i.e., presence in class in real-time, is expected and encouraged. However, the requirement that students miss not more than 35% of real-time classes is temporarily suspended, for this course, due to the COVID-19 pandemic.

Absence excuse and make-up options

Should a student be absent from classes for relevant reasons (illness, serious family matters), s/he must submit to the Dean of Students an Absence Excuse Request Form supplemented with documents providing reasons for the absence. The form and documents must be submitted within one week of the absence. If possible, it is recommended the instructor be informed of the absence in advance. Should a student be absent during the add/drop period due to a change in registration this will be an excused absence if s/he submits an Absence Excuse Request Form along with the finalized add/drop form.

Assignments missed due to unexcused absences cannot be made up which may result in a decreased or failing grade as specified in the syllabus.

Students whose absence has been excused by the Dean of Students are entitled to make up assignments and exams provided their nature allows for a make-up. Students are responsible for contacting their instructor within one week of the date the absence was excused to arrange for make-up options.

Late work: No late submissions will be accepted – please follow the deadlines.

Electronic devices

- **Mobile phones** must be turned off during classes and placed in a bag on the floor. No calling or texting during class meetings (wait until the break). Unauthorized usage of said devices will result in a **lowering of the class participation grade by 5%**.
- **Laptops and Tablets:** may NOT be used during class time unless approved by the course leader. They must be placed in a case or bag on the floor. Unauthorized usage of said devices will result in a **lowering of the class participation grade by 5%**.

Eating is not allowed during classes.

Cheating and disruptive behavior

If a student engages in disruptive or other conduct unsuitable for a classroom environment of an institution of learning, the instructor may require the student to withdraw from the room for the duration of the activity or for the day and shall report the behavior to the Dean.

Students engaging in behavior which is suggestive of cheating (e.g., whispering or passing notes) will, at a minimum, be warned. In the case of continued misbehavior the student will be expelled from the exam and the exam will be marked as failed.

Plagiarism and Academic Tutoring Center

Plagiarism is "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work." (Random House Unabridged Dictionary, 2nd Edition, Random House, New York, 1993)

Turnitin's White Paper 'The Plagiarism Spectrum' (available at <http://go.turnitin.com/paper/plagiarism-spectrum>) identifies 10 types of plagiarism ordered from most to least severe:

1. CLONE: An act of submitting another's work, word-for-word, as one's own.
2. CTRL-C: A written piece that contains significant portions of text from a single source without alterations.
3. FIND-REPLACE: The act of changing key words and phrases but retaining the essential content of the source in a paper.
4. REMIX: An act of paraphrasing from other sources and making the content fit together seamlessly.

5. RECYCLE: The act of borrowing generously from one's own previous work without citation; To self-plagiarize.
6. HYBRID: The act of combining perfectly cited sources with copied passages—without citation—in one paper.
7. MASHUP: A paper that represents a mix of copied material from several different sources without proper citation.
8. 404 ERROR: A written piece that includes citations to non-existent or inaccurate information about sources
9. AGGREGATOR: The "Aggregator" includes proper citation, but the paper contains almost no original work.
10. RE-TWEET: This paper includes proper citation, but relies too closely on the text's original wording and/or structure.

At minimum, plagiarism from types 1 through 8 will result in a failing grade for the assignment and shall be reported to the Dean. The Dean may initiate a disciplinary procedure pursuant to the Academic Codex. Allegations of bought papers and intentional or consistent plagiarism always entail disciplinary hearing and may result in expulsion from AAU. If unsure about technical aspects of writing, students are encouraged to consult with the tutors of the AAU Academic Tutoring Center. For more information and/or to book a tutor, please contact the ATC at: <http://atc.simplybook.me/sheduler/manage/event/1/>.

Course accessibility and inclusion

Students with disabilities are asked to contact the Dean of Students as soon as possible to discuss reasonable accommodations. Academic accommodations are not retroactive. Students who will be absent from course activities due to religious holidays may seek reasonable accommodations by contacting the Dean of Students in writing within the first two weeks of the term. All requests must include specific dates for which the student requests accommodations.

9. Grading Scale

Letter Grade	Percentage*	Description
A	95 – 100	Excellent performance. The student has shown originality and displayed an exceptional grasp of the material and a deep analytical understanding of the subject.
A-	90 – 94	
B+	87 – 89	Good performance. The student has mastered the material, understands the subject well and has shown some originality of thought and/or considerable effort.
B	83 – 86	
B-	80 – 82	
C+	77 – 79	Fair performance. The student has acquired an acceptable understanding of the material and essential subject matter of the course but has not succeeded in translating this understanding into consistently creative or original work.
C	73 – 76	
C-	70 – 72	
D+	65 – 69	Poor. The student has shown some understanding of the material and subject matter covered during the course. The student's work, however, has not shown enough effort or understanding to allow for a passing grade in School Required Courses. It does qualify as a passing mark for the General College Courses and Electives.
D	60 – 64	
F	0 – 59	Fail. The student has not succeeded in mastering the subject matter covered in the course.

* Decimals should be rounded to the nearest whole number.

Prepared by and when: Dan Ravick Fiala, 4th January 2021.

Approved by:

Chris Shallow MSc, Chair of Department of Marketing, 14th January 2021.

Jan Vasenda, Ph.D., Dean of School of Business Administration, February 5, 2021