

# **MKTG 4866**

## **INTERNATIONAL MARKETING**

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### **TEXT**

Cateora, Philip.R., Mary C. Gilly, and John L. Graham. International Marketing, Sixteenth Edition, McGraw Hill-Irwin 2013.

### **PREREQUISITES**

MKTG 3803/MGNT 3600 is the only prerequisite for this course. Any deviation from this rule must have written approval of the Department Chairman. A student who has not successfully completed the prerequisite is subject to removal from the course at any time during the quarter.

### **COURSE OBJECTIVES**

Upon successfully completing this course, the student should:

- 1) Have a broad based knowledge of the economic, business and trade environment in different countries/areas of the world as well as how they are linked.
- 2) Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing.
- 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations.
- 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans.

## EVALUATION

**Exams:** There will be three exams, two mid-terms and a final. Questions will be some combination of multiple choice and discussion. The exams will cover material from the textbook, cases, videos, and class lectures. There will be no make-up exams unless unusual circumstances are present.

**Term Papers:** Students will be required to write a (group) term paper during the course of the quarter. This paper will basically focus on a selected country and will consist of two sections, the first section will include information about the country (e.g., social and cultural environment, political environment, international trade laws, regulations, and objectives, major trade partners, and composition of major imports and exports), and the second section will include information about the marketing operations of a specific U.S. based firm in that country. An outline is attached.

**Cases:** Students are responsible for reading all cases and turning-in written answers to the questions given at the end of the cases (on the day the cases are scheduled for discussion). You are expected to do these cases on your own. Case solutions should be turned in typewritten and double-spaced.

**Extra Credit Presentations:** Students can make up to two extra credit presentations during the course of the semester. These presentations can be on any issues/topics in international business that you find interesting e.g., news articles, company strategies across countries in products, advertisements etc. A one page summary of the presentation along with a short paragraph of your comments should be turned in at the time of the presentation. These two presentations will be worth a total of five points, which will be added on to your lowest exam grade.

**Quizzes:** There will be several quizzes during the course of the quarter covering material discussed in class at that time. Grades on these will be used as bonus points on the exams.

## GRADING

|                      |     |
|----------------------|-----|
| First Mid-term.....  | 25% |
| Second Mid-term..... | 25% |
| Final.....           | 20% |
| Term Paper.....      | 15% |
| Cases.....           | 15% |

## **COURSE CONDUCT**

**Attendance / Class Participation:** Regular attendance and class participation are an important part of facilitating the learning process for you and your classmates. Class roll will be called each day. A perfect attendance record between exams will result in 3 bonus points added on to each exam – one absence will result in 2 bonus points and two absences will result in 1 bonus point. Please do not come to me with any excuses for absences – they will not make a difference for extra credit. Late arrivals, early departures will count as absences. Each student will be evaluated by their peers on their participation on the term paper and its presentation and this evaluation will be reflected in their grade.

**Courtesy:** Please come to class on time and do not leave while class is in session; late arrivals/early departures disturb everyone. Please do not talk to your neighbors during class or use your cell phones. Any of these activities is rude behavior and disturbs not only the instructor, but also your classmates. Points may be deducted from your overall grade and/or you may be asked to leave the class if you engage in any of these activities.

**Student Rights and Responsibilities:** Please carefully review the information at the following link, [Student Rights and Responsibilities](#), pertaining to your rights and responsibilities in this class.

### **RICHARDS COLLEGE OF BUSINESS WOLF PACT:**

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

| <u>Date</u>        | <u>Assignment</u>  |
|--------------------|--|
| 8/16               | Orientation  |
| 8/21               | Chapter 1  |
| 8/23               | Chapter 1  |
| 8/28               | <u>Quiz 1</u> , Starbucks case and Chapter 1                           |
| 8/30               | Chapter 2  |
| 9/4                | Chapter 2  |
| 9/6                | Chapter 2  |
| 9/11               | <u>Quiz 2</u> , EuroDisney case and Chapter 9-10                       |
| 9/13               | Chapter 9-10   |
| 9/18               | Chapter 9-10   |
| <b>9/20</b>        | <b>Exam 1</b>  |
| 9/25               | Chapter 9-11   |
| 9/27               | Microwave Ovens Case and Chapter 9-11                                  |
| 10/2               | <u>Quiz 3</u> and Chapter 9-11   |
| 10/4               | Group Work   |
| <b>10/9</b>        | <b>Presentations</b>   |
| 10/11              | Zara and Inditex case and Chapter 12                                   |
| 10/16              | <u>Quiz 4</u> and Chapter 12   |
| <b>10/18</b>       | <b>Exam 2</b>  |
| 10/23              | Chapter 16   |
| 10/25              | Group Work   |
| 10/30              | McD and Obesity case and <b>Presentations</b>                          |
| 11/1               | <u>Quiz 5</u> and Chapter 4 -5   |
| 11/6               | Chapter 4-5  |
| 11/8               | Group Work   |
| 11/13              | S-B Comp.-to Bribe or Not Case, <u>Quiz 6</u> and <b>Presentations</b> |
| 11/15              | Chapter 17   |
| 11/27              | Group Work   |
| 11/29              | <b>Presentations</b>   |
| <b>December 04</b> | <b>Final Exam (First and Second Section of Paper Due)</b>              |

## **OUTLINE FOR A TERM PAPER ON A COUNTRY AND A US FIRM OPERATING IN THAT COUNTRY**

**This term paper is divided into two sections. The first section deals with the description of a country and the international business environment in that country. The second section deals with the operations of a US based firm in that country. The first part and its presentation is due around the middle of the semester and the second part and its presentation is due at the end of the semester. You will be graded on the first part and the second part and a combination of those grades will add-up to your final project grade.**

**The purpose of the project is to enable you to learn about how to conduct research as well as to find out information about various countries and how US businesses operate in that country. Please make sure you write this up and present it in an interesting narrative format rather than just statistics. If any statistics are presented make sure you explain, compare and put them in context. Wherever possible use articles from recent business periodicals and discuss the information.**

### **Introduction:**

Description of the country, (multinational market agreement part of one). Statistics on population, G.N.P., per-capita-income etc. Description of levels of economic and industrial/infrastructure development and orientations towards international trade etc.

### **International Marketing Environment:**

Political Environment (including stability/risk).  
Major policies/orientations towards international trade.  
Major laws and regulations (Tariffs, quotas, monetary barriers etc).  
Major trade partners.  
Major imports and exports.  
Business customs and practices.  
Relationship with the U.S. (Govt./Trade).

### **Marketing Operations of a U.S. Firm:**

Select a specific U.S. firm marketing a specific product/service in this region or a country in this region and describe its marketing operations. Give as much info. as possible about the firms operations in terms of Marketing strategy, target markets, promotions - advertising, PR, sales promotions, and personal selling. and then perform a SWOT analysis. Mention the extent of standardization or differentiation of these operations and the environmental conditions that dictate this.

### **Conclusions:**

Trends, or the future in terms of the countries international trade involvement, as well as in terms of the firm described above.