

MKTG 4866-E01, INTERNATIONAL MARKETING

Summer 2019, 3 CREDITS, JUNE 28TH- JULY 25TH

INSTRUCTOR INFORMATION

Name: Jack Wei, Ph.D.

Office Location: Miller Hall Room 2307

Online Office Hours: Mon-Friday 10:00 am to 12:00 pm; 7:00-9.00 pm or by appointment.
I will not be online on weekends or holidays.

Contact Information:

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Communication Preference: I prefer for you to contact me using your CourseDen email. If you are not able to contact me using email in CourseDen, you may use your UWG email address. I will attempt to respond to all email within 24 hours. Please always include a subject line and your name in your email.

COURSE INFORMATION

DESCRIPTION

The purpose of this course is to reflect both theory and application of International Marketing. It will offer research insights from around the globe and show how corporate practices are adjusting to the marketplace realities. This course will examine global perspectives. It will discuss the interaction between government and business, integrate e-commerce, technology, and sustainability and discuss their impact. It will also include social dimensions, environmental, ethical, and economic aspects of International Marketing. International Marketing is not just about textbook learning: it challenges students to use their critical/creative skills in all aspects of International Marketing, not just those covered in this course.

PREREQUISITES

MKT 3803 (Principles of Marketing) is the only prerequisite for this course. You must have successfully completed the prerequisite or have written approval of the Department Chairman.

DELIVERY METHODS

This class is 100% online. No mandatory meeting is required.

LEARNING GOALS

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 (LG 4, 5*).
- 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 (LG 1, 6*).
- 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations (LG 4, 5, 6*).
- 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans (LG 5, 6*).
- 5) Demonstrate a basic knowledge of international business and trade concepts.

[\(* Learning Goals\)](#)

TEXTBOOKS AND MATERIALS

1. International Marketing, 17th ed., Cateora & Graham, McGraw Hill-Irwin. (No access code required)
2. Resources on CourseDen.

COURSE POLICIES

No late submission is accepted including quizzes, simulation game and final exam. Please inform me if you do not have access to the CourseDen for over three consecutive days or for any emergency reasons so I can try to assist you. The instructor reserves the right to reduce the student's grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and project.

Netiquette

- Please show respect, courtesy, and professionalism toward your classmates in all communication.
- Use spell check before posting to the discussion forums or when you write e-mails.
- Be respectful of others' views and opinions.
- Express your views even when your point of view contrasts the majority view presented.

ACADEMIC HONESTY POLICY

You must adhere to the Academic Honesty Policy:

Lying, cheating, stealing, or engaging in plagiarism in pursuit of one's studies is a violation of academic honesty policy at UWG and will not be tolerated (Please read the university's catalog for the official statement on academic integrity and plagiarism). Students are responsible for understanding plagiarism.

In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source. The following are some examples of what is considered plagiarism:

- * Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
- * Cutting/pasting information available on the web or online databases.
- * Using the views, opinions, or insights of another without acknowledgment.
- * Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

NOTE: Violations of the academic honesty policy may result in expulsion from the University. Being caught cheating during the exam or plagiarizing an assignment results in a failing grade for this course. There are no exceptions to this rule

Accessibility services

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability and chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

Please submit a copy of you SAR into "Special accommodations & Excused absences Documentation" folder on CourseDen, and e-mail me via CourseDen messaging tool.

Monday-Friday
8:00 AM – 5:00 PM
(678) 839-6428
(678) 839-6429

ASSIGNMENTS

The course is worth 3 credit hours. You will need to spend about 10 – 15 hours a week on the course to receive a passing grade.

- **Exams:** there are three tests and one final exam. Exams are non-cumulative and each consists of multiple-choice items. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. Students must contact the professor before the exam in order to be considered for any rescheduling.
- **Term Project:** the project is a group assignment, which requires each group to conduct a research on a particular foreign country and to develop international marketing strategies

for U.S. corporations in general. Each group turns in a detailed written paper by the end of the semester. The term project is outlined in the course project included at the end of this syllabus.

- **Late Assignments:** the instructor reserves the right to reduce the student's grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and the term project paper. Please keep in mind the deadlines.

You will be informed of any changes via Announcement tool on CourseDen – please check the CourseDen announcements daily.

Response time

The assignments will be graded within three business days (Monday-Friday 9 a.m. - 8 p.m.) from the submission deadline. You will receive feedback on the submitted drafts within three business days (Monday-Friday 9 a.m. – 8 p.m.) from the submission deadline.

Extra Credit (4 points)

There is an opportunity for earning 4 extra points: if you take the Wolf Pact test in the first week, you will get 1 point; if 85% of your class have completed the course evaluation before the deadline (I will remind you), each of you will get 3 points to be added to your final grade.

GRADING

Your grade will be evaluated on the following:

Test 1: 15 points
Test 2: 15 points
Test 3: 15 points
Final exam: 15 points
Term project: 40 points
Total: 100 points

Grading scale:

A= 90-100 points;
B= 80-89.99 points;
C= 70-79.99 points;
D= 60-69.99 points;
F= below 60.

Tentative Schedule (may be modified as circumstances warrant)

Date	Topic or Activity	Due
6/28-7/2	Course introduction Chapter 1: Scope and challenge Chapter 2: The dynamic environment Chapter 3: History and geography Chapter 4: Cultural dynamics Chapter 5: Culture, management style, and business systems Test 1 (chapters 1-5) due on 7/2	Group formation. Country selection. Post your group information on Discussions with the country you have selected before midnight of June 30 .
7/3-7/9	Chapter 6: The political environment Chapter 7: The international legal environment Chapter 8: Marketing research Chapter 9: The Americas Chapter 10: Europe, Africa, and Middle East Test 2 (chapters 6-10) due on 7/9	Cultural Analysis section of the foreign country is due at midnight of July 5 . Please post your paper on Discussions.
7/10-7/16	Chapter 11: Asia Pacific region Chapter 12: Global marketing management Chapter 13: Product/services for consumers Chapter 14: Product/services for business Chapter 15: International marketing channels Test 3 (chapters 11-15) due on 7/16	Economical Analysis section of the foreign country is due at midnight of July 10 . Please post your paper on Discussions.
7/17-7/23	Chapter 16: IMCs & International advertising Chapter 17: Personal selling & sales management Chapter 18: Pricing Chapter 19: Negotiating	Marketing Strategy section of your project is due at midnight of July 17 . Please post your paper on Discussions.
(7.23-25)	Final Exam Final Exam (chapters 16-19, open from 8 pm of July 23 to midnight of July 25)	Final Copy of Term Project due at 11:59 pm on July 25 .

GUIDELINES FOR TERM PROJECT

Overview

You will be working on a group research project. Each group should have two to five people. No individuals will be allowed to do the project on their own. No group should have more than five people. Your roles are that of marketing consultants who work for an organization requiring a sound international marketing plan to help make international marketing decisions. You will prepare an international marketing plan based on what you have learned from the course.

Objectives

This project is designed to provide a major "hands-on" experience. It will enable you to apply the concepts covered in the text and in class and to integrate the inter-related series of steps in the IM process. Specifically, the purposes of this assignment are for you to:

- Learn how to practically apply marketing theory and practice to an international setting;
- Work through the international marketing decision making process, becoming familiar with the decisions that need to be made at each stage of going international;
- Become more familiar with course material by discussing it with others; and
- Develop your written communications skills and ability to think and write critically and creatively. Also, it can give you something worthwhile to put on your resume and discuss in job interviews—you served as an international marketing consultant.

Identification of Foreign Country

Each group will select a foreign country from the following list. The list includes 15 countries from five continents and each country can only be chosen **once**:

Africa: Egypt, Nigeria.

Asia: India, Indonesia, Pakistan, China, Mongolia.

Europe: France, Finland, Italy, Portugal, Switzerland.

Latin America: Columbia, Mexico, Peru, Panama, Dominica Republic.

You will find information about the country by yourselves. The project should strictly follow the following format.

Components of the Term Project

- Cover Page (2 points)
- Executive Summary (3 points)
- Cultural Analysis (10 points).
- Economic Analysis (10 points).
- Marketing Strategy & Implementation (12 points)
- Paper format, neatness, grammar, punctuation etc. will be worth 3 points. The total points for the project is 40.

GUIDELINES FOR TERM PROJECT PAPER

Note that ALL of the following components need to be dealt with; however, the reality of time and data constraints will mean that each person must find a balance between coverage and detail. These decisions will depend in part on the country you are analyzing and how relevant each of these issues is to your analysis.

The following topics should be covered in your paper AND all subheadings must be included in the paper:

Section 1: Cultural Analysis (4-6 pages)

I. Introduction

Include some marketing objectives of this project (goals you will achieve).

II. Brief discussion of the country's relevant history

Must include the major events in the history but just mention them without details.

III. Geographical setting

A. Location

B. Climate

IV. Social institutions

A. Family

1. The nuclear family

2. The extended family

3. Female/male roles

B. Education

1. The role of education in society

2. Literacy rates

C. Political system

1. Political structure

2. Political parties

3. Stability of government

4. Special taxes

D. Legal system

1. Organization of the judiciary system

2. Code, common, socialist, or Islamic-law country?

3. Participation in patents, trademarks, and other conventions

E. Social organizations

1. Race, ethnicity, and subcultures

F. Business customs and practices

V. Religion and aesthetics

A. Religion and other belief systems

1. Relationship with the people

2. Which religions are prominent?

VII. Language

A. Official language(s)

B. Dialects

VIII. Hofstede's 5 dimensions of culture of the country. See the website:
http://www.mindtools.com/pages/article/newLDR_66.htm

Section 2: Economic Analysis (4-6 pages)

I. Introduction

Include some information of this country's most recent development in economics, international trade and influence. It would be helpful to mention its position and influence in the world economy and trade.

II. Population

A. Total

1. Growth rates
2. Birthrates

B. Distribution of population

1. Age
2. Sex
3. Geographic areas (urban, suburban, and rural density and concentration)
4. Ethnic groups

III. Economic statistics and activity

A. Gross national product (GNP or GDP)

1. Total
2. Rate of growth (real GNP or GDP)

B. Personal income per capita

C. Average family income

D. Distribution of wealth

E. Minerals and resources

F. Surface transportation

1. Modes
2. Availability
3. Usage rates
4. Ports

G. Communication systems

1. Types
2. Availability
3. Usage rates

H. Principal industries

1. What proportion of the GNP does each industry contribute?
2. Ratio of private to publicly owned industries

I. International trade statistics

1. Major exports
2. Major imports

Section 3: Market Entry and Marketing Strategies (5-7 pages)

This section is the most important section of your project and **MUST** include all the following five sections:

I. Market entry strategies:

First, you will discuss differences of different entry strategies and recommend one or two to the U.S. companies for doing business in the country. The popular entry strategies include exporting, licensing, joint venture, contract manufacture, ownership and participation in export processing zones or free trade zones. Then, you will discuss both advantages and disadvantages of the selected entry strategies.

II. Product strategy:

First, you will discuss whether US companies should use the standardization or adaptation strategies, why, and how.

Then, you will recommend specific product positioning strategies for US companies in the local market, you should explain why and how.

III. Price strategy:

First, you will make recommendations on pricing policies that should be followed by US companies based on the economic level of the country. For instance, if your country is underdeveloped with low GNP, you may not want to recommend high pricing policies because of relatively low purchasing power of local consumers.

IV. Place or distribution strategy:

You will discuss whether local channels to be used or new channels to be built from scratch. For your recommendations, you must justify them according to the cultural characteristics of that country. For instance, a collectivistic country emphasizes long-term relationships, so it will be more effective for the US companies to use the local channels in countries with a collectivistic culture.

V. Promotion strategy:

First, you will first discuss the advantages and disadvantages of different promotional forms (sales promotion, advertising, direct marketing, personal selling, and public relations) in that country.

Then, you will make your recommendations for U.S. firms. For instance, when you talk about advertising in that country, you should explain which medium (e.g., radio, TV) is better, and which medium may not work in that country. You should mention the Internet too. As for ad message, you will explain whether collectivistic or individualistic forms of messages should be adopted etc.

1. Notes:

- Base your marketing strategies on your cultural and economic analyses.

- Your paper will have **all the levels of subheadings** listed in the outline. I suggest you use the outline above as a start and insert the required information to the text. Each part should be appropriately divided into paragraphs (it is not acceptable to put everything in one lengthy paragraph).
- Put the conclusion at the very end of your paper. Just write one paragraph to summarize your paper.
- The entire paper will be approximately 15 pages in length including executive summary, charts, exhibits, etc. It should be single-spaced, 12 Time New Roman font with 1 inch right and left margins and 1 inch top and bottom margins.
- Some parts of the paper should simply restate the facts on the selected country, but some parts, especially market entry and marketing strategies section should take our understanding of international marketing to a higher level. This requires application of the various concepts and models to the international situation.
- Data from an Internet source should be cited and should be a reliable, recognizable source of data. For example, using government census data would be considered reliable.
- The written section will be evaluated as a professional marketing plan. This means that the marketing plan is representative of one that you would expect to read if you were current CEO in the company.
- When you submit with the paper, please make sure that:
 - A. Cover of your paper will have the following items:
 - Topic of your paper: Marketing Strategies for US Companies in (country name)
 - Name of the group members
 - Course: For MKTG4866
 - Time: Summer 2019
 - B. Appendixes: any information you think important and necessary to include. They can be a group of pictures, or a logo, or a map of the country.
 - C. **Please** remember to have **Page Number**. A paper without page number will lose three (3) points from the final course grade.

Please remember to include references at the end of the paper. You will lose 3 points if your final paper does not have references.