

SEMESTER AT SEA COURSE SYLLABUS

Discipline: Business/Commerce
Fall 2008
COMM 451Z: International Marketing
Upper Division
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COURSE DESCRIPTION

In an increasingly interconnected global economy, understanding the challenges facing the cross-cultural business environment is vitally important. This course approaches international marketing from a theoretical and managerial perspective. The purpose of this course is to introduce students to the global characteristics and interdependencies, as well as the objectives, strategies, and tactics, of marketing approaches in various countries and cultures. Emphasis is placed on maintaining a global perspective, and avoiding cultural imperialism, when approaching marketing topics. We will examine the tools available to aid international marketers. This course is designed to provide practical, 'real-life' applications of the course concepts. An introductory marketing course is suggested but not mandatory. This course may not be taken concurrently with international management.

LEARNING OBJECTIVES

- To become familiar with the structure of international business marketing;
- To gain an appreciation of the international marketing environment with special emphasis on cross-cultural factors;
- To understand the concepts and tools used in analyzing prospective arenas for product development and marketing;
- To communicate effectively using proper verbal and written English;
- To increase awareness of the importance of international marketing activities;
- To integrate primary research from the SAS sponsored field trips into the group project.

LEARNING METHODS

1. Class Discussion: Conducted in a seminar format (open dialog and/or questions). Time permitting; the first few minutes of each class will include an open discussion of current international business, economic, or political events and topics. Even though we are at sea, *students are strongly encouraged to familiarize themselves with current international events*. Immediately succeeding a port visit we will discuss our impressions on that country's culture with emphasis on how of that culture's uniqueness affects their business environment.
2. Lecture: Based on assigned readings from the textbook. At least one chapter per class. Please read the assigned chapter before the corresponding lecture. The class lectures do not simply review the assigned chapters; they are designed to supplement the textbook material.

3. Case Analysis: Application of textbook (and other) cases to ‘real-life’ challenges. Do only ONE of the assigned cases each time a case analysis assignment is due. The case analysis should include a single paragraph summation of the salient facts of the case followed by a comprehensive and concise analysis of the Questions for Discussion found at the end of the case narrative. The cases can be done individually or in groups comprised of up to 3 persons. Group efforts share the grade. Each paper is limited to two double-spaced pages. The cases are reviewed during class. We will employ the ‘Socratic Method’ of inquiry where the instructor will ask pointed questions and the students should be prepared to verbally defend their analysis.
4. Selected Articles and Videos: The general themes and ‘key leanings’ of the videos may be on the exams. The handout materials are NOT included on the exams unless otherwise indicated.
5. Country Marketing Proposal Team Project: Student teams of 4-6 persons will select a country from our itinerary. The instructor will select a consumer product to be marketed in the selected country. The Country Team will conduct primary research regarding this assignment when visiting the selected country and the team should budget in-country time accordingly. This semester-long project is the SAS Field Component and will culminate in a 20 page marketing proposal paper to be presented in class towards the end of the semester. (Hint...have fun and be creative!)
6. Mid-Term and Final Exams: Exams are multiple-choice format. Select the best of the four answers provided. No time limit. The exam questions pertain to the textbook, lectures, case studies, handout articles (when notified), and Country Market presentations.

FIELD COMPONENT

The primary assignment for this course is a Country Marketing Proposal Team Project. Student teams will develop a marketing plan and presentation to market a consumer product into a country on our itinerary. The Country Team will conduct primary research regarding this assignment when visiting the selected country and the team should budget their in-country time accordingly. Each student is required to complete three practica (either faculty directed or independent). At least one of these should be a faculty-directed field trip led by the instructor. The second and third practica may be independent practica. For all independent practica, students should meet briefly with the instructor prior to arriving in the port-of-call to discuss his or her approach and objectives.

SUGGESTED PRACTICA:

SOUTH AFRICA:	Wine Production and Marketing (FDP)
INDIA:	Pebble Creek Mining: A Case History on Doing Business in India (FDP)
MALAYSIA:	Indigenous Industries Near Penang: Rubber, Palm Oil and Rice (FDP)
VIET NAM:	Nike Plant Visit (FDP); Ben Thanh Market (FDP)
CHINA:	Shanghai Auto Industry (FDP)

GRADING CRITERIA/METHOD OF EVALUATION

ASSIGNMENT	CLASS SESSION	% OF GRADE
Cases #1	7	10%
Cases #2	20	10%
Mid-Term Exam	12	20%
Class Participation	All	10%
Country Market Presentations/and Paper	21 & 22	30%
Final Exam	23	20%

CLASS SESSION	SUBJECT	ASSIGNMENTS
1	Introduction; Review Syllabus	
2	Ch. 1 Int'l Marketing Imperative	Discuss "Why Switzerland" article
3	Ch. 2 Int'l Trade	Team Project Requests
4	Ch. 3 Culture	Determination of Teams
5	Ch. 4 Economic Environment	Team Project Assignments
6	Ch. 5 Int'l Political & Legal Env.	
7		Case Studies #1
8	Ch. 6 Strategic Planning	
9	Ch. 7 Organization, Implementation and Control	
10	Ch. 8 Research	
11	Ch. 9 Mkt. Entry and Expansion	
12		Mid-Term Exam
13	Ch. 10 Product Adaptation	S.W.O.T.s
14	Ch. 11 Export Pricing	S.W.O.T.s
15	Ch. 12 Mkt. Communication	
16	Ch. 14 Product/Brand Mgm't.	
17	Ch. 15 Global Services	
18	Ch. 17 Global Pricing	
19	Ch. 18 Global Promotional Strategies	Discuss presentations and exam
20		Case Studies #2
21		Country Mkt. Presentations
22		Country Mkt. Presentations
23		Final Exam

General Comments:

- Office hours are immediately after class or by appointment
- Class participation and attendance: students are expected to attend every class (material from every class will be included on the exams). Missing class(s) will have a deleterious affect on student's class participation grade.
- The material is presented in an intensive format. In particular, we will spend more time on the first few chapters as they form the intellectual underpinnings of the course. The workload increases toward the end of the semester, please budget your time accordingly.
- All papers must be double spaced, 12 point font, Times New Roman font. Papers are due on the day assigned; late papers lose 3 points per day.
- Cheating or plagiarism (representing another's work as your own) will not be tolerated and will result in a failing grade for the course.
- *INTERNATIONAL MARKETING IS A FUN AND INTERESTING COURSE – ENJOY!*

REQUIRED TEXTBOOKS

International Marketing 8e, Michael R. Czinkota and Ronkainen, Iikka A., 8th Edition. Thomson South-Western, 2007. ISBN 9780324317022 / 0324317026

RESERVE LIBRARY LIST

1. *Managing Cultural Differences* 7th ed. Moran, Robert T., 2007 Elsevier Inc., ISBN 13:978-0-7506-8247-3
2. *Put Your Best Foot Forward Asia: A Fearless Guide to International Communication and Behavior (Put Your Best Foot Forward)* (Paperback) by Mary Murray Bosrock
3. *Put Your Best Foot Forward-South America*. by Mary Murray Bosrock
4. *Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries* by Terri Morrison
5. *Kiss, Bow, or Shakes Hands Asia: How to Do...* by Terri Morrison
6. *Kiss, Bow, or Shakes Hands, Latin America:...* by Terri Morrison
7. *Do's and Taboos Around the World for Women...* by Roger E. Axtell
8. *Let's Go Southeast Asia* 9th Edition (*Let's Go Southeast Asia*) by Inc. Let's Go
9. *Lonely Planet Southeast Asia on a Shoestring* (*Lonely Planet Shoestring Guides*) by China Williams
10. *Let's Go South Africa* (*Let's Go*) by Let's Go Inc
11. *Let's Go : Central America* by St Martins Press Inc
12. *Lonely Planet South America on a Shoestring* by Danny Palmerlee and Thomas Kohnstamm