

Seattle University

MKTG 4560-01 International Marketing

Spring Quarter 2016

Instructor: Eric Webster

Class Meets: 6:00 PM – 8:05 PM, Monday/Wednesday, Pigott 204

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Web Site: <http://angel.seattleu.edu/> (Angel Courseware)
<http://classes.seattleu.edu/> (SU Classes Server)

Course Materials:

Global Marketing and Strategy, Gillespie, Jeannet, Hennessey (available on Amazon)

Course Description:

This course is aimed at providing students with an overview of the entire international marketing mix in light of the strategy of the firm and the management functions required to meet the demands of world markets in a dynamic and changing global environment.

Course Assignment and Deliverables:

1. You will be assigned to a team, where you will be selecting a US-based company (i.e., Tullys) who is looking to launch their product in another country.
 - a. Each team will be responsible for delivering a 7-10 page executive summary, followed by no more than a six slide presentation that will be presented to the class. To receive credit, you should focus on the following:
 - i. Select a minimum of three countries, which you will evaluate and identify what country is best for the company/product to enter. You will be required to provide a summary of why you selected this country, as well as an analysis how the other countries compared. Thoroughness and detail should be considered.
 - ii. As it pertains to the country you have selected, you will be required to analyze the environment (the country), looking for emerging threats and potential opportunities. You will be required to use the SWOT methodology, but with a variation, known as TOWS – Threats, Opportunities, Weaknesses, and Strengths.
 - iii. Identify the top five marketing changes that the company will be required to make to the current product, and explain each in detail, supported by data.
 - iv. Create a marketing value proposition for the product in the new country. Identify the differences between the new country specific value proposition and the US-based value proposition.
 - v. Identify any economic considerations and changes the company will have to make.
 - vi. Evaluate the current political, social and regulatory environments of the country you selected.
 - vii. Identify the competitive landscape and any adjustments to the product that are required.

2. On a weekly basis, each student will be required to provide an overview of the chapter to the class, and include the following:
 - a. What were the top concepts you learned in the chapter? Why are they relevant and important?
 - b. How will you apply the concepts you learned to your class project?
 - c. If there were any case studies referenced, what did you learn?

Course Schedule and Agenda:

To assist you in successfully completing the course assignment, we will cover the following material which can be found in the assigned book as well as handouts. We will make our best effort to follow the schedule below, but reserve the right to modify as needed to achieve the course objectives.

Week	Agenda
3.28	Introduction, team assignments, project review, chapter review, Chapter 1.
4.4	Chapter 2 - 3, relevant videos, country selection, and team work.
4.11	Chapter 4-5, case study, team work
4.18	Chapter 6-7, team work
4.25	Chapter 8-9, team work
5.2	Chapter 10-11 and case study, team work
5.9	Chapter 11-13, team work
5.16	Chapter 14 -15, team work
5.23	Chapter 16, team work
5.30	Team presentations
6.6	Team presentations

Class Web site:

<http://angel.seattleu.edu>. We will use Angel extensively for communication and I will set up your teams to be able to use it for “private” team communications.

Organization:

Lectures will be limited and the class will be set-up in self-directed working teams, where the teams will be responsible to meet and complete required work outside of the classroom. The text assigned for this course contains relevant material, which will be used in initiating discussion.

Academic Honesty:

Two areas of academic misconduct are of particular concern – cheating and plagiarism. Both are addressed in the *Student Handbook* and violate the Academic Honesty Code.

Cheating is defined in this class as using others’ work during a test or assignment. This includes copying from other students or allowing others to copy from you during tests and in-class assignments. Cheating also includes collaborating with others on projects, unless authorized by the professor to do so. Since we will be doing group work in this class, you may ask others to review your work and make suggestions for improving it, but they cannot write for you or assist substantially in your work. All individual assignments must be substantially different from those of your classmates or students who have previously taken this class. Team projects are different because of their collaborative nature - however, to be a good team member you need to also do your individual work.

Plagiarism typically occurs outside the classroom. One formal definition follows, “Plagiarism is using others’ ideas and words without clearly acknowledging the source of that information” (University of

Indiana Website, <http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>; accessed 11/24/12). Go to this Web site to learn how to avoid plagiarizing. One key strategy is to correctly cite others' work.

Team Project Evaluation:

1. Complete and concise Executive Summary
2. Country selection and overall understanding of why country was selected over other countries considered.
3. Understanding of the environment the company will be entering and the supporting data that drives the SWOT.
4. Clarity in understanding what marketing changes will be required to the current product.
5. Is the value proposition clear and believable?
6. Are the the current political, social and regulatory environments of the country incorporated?
7. Are the concepts from the book and lectures incorporated?
8. Did the team effectively work together?

Grading:

Exercise	Points
Attendance/Team Participation	200
Executive Summary	400
In-Class Presentation	200
Total	800