

Seattle University
MKTG 4560-01
International Marketing

Spring Quarter 2017

Instructor:	Dr. C. Jay Lambe (Jay)	
Class Meets:	3:45 pm - 5:50 pm, Tuesday/Thursday, Pigott 304	
Contact Me:	<u>Office:</u> Pigott 529	<u>Hours:</u> Tues/Thur 12:30pm-1:30 pm, or by appointment
	<u>Phone:</u> (206) 715-1938	<u>Email:</u> lambecj@seattleu.edu
Web Site:	https://seattleu.instructure.com/ (Canvas LMS)	
Library Resources:	https://www.seattleu.edu/library/	
Text (Required):	Lascu, Dana-Nicoleta (2016), <i>International Marketing</i> , 5 th ed. (ISBN: 9780996996211P)	

Text: The text may be purchased from the bookstore or ordered online. Please follow the following instructions for ordering the text online.

Go to www.textbookmedia.com. Register. It will take about 60 seconds. You will be taken to My Account. You will see “You currently have no books to view.” To find the Lascu book, click on Booklist. Locate the book and click on Pricing Details. You must get the exact version of the required text specified in the box above (no exceptions).

Course Description: This course is an overview of modern international marketing and the management functions required to meet the demands of world markets in a dynamic and changing global environment. Using a framework developed in the course, you will analyze several international markets, using consumer and cultural dynamics, political economies, and operating environments. You will also learn to develop market entry strategies and tactics within the structure of a comprehensive marketing plan. In addition, you will write and present current international marketing topics, integrating theory with practice.

Learning Outcomes:

1. Describe how businesses and other organizations are adapting people, processes and structures to a more global business context.
2. Identify sources of globalization and describe major effects on individuals and organizations
3. Identify key management challenges presented by globalization and describe techniques for addressing them.
4. Integrate management, marketing, finance, and other functional areas in international business.

Learning Objectives: A primary learning objective is to sensitize you to the diversity of opportunities in international business. Different situations, ways of doing business, assumptions, customs, and cultures may be seen from more than one perspective. Rather than approaching these situations as problems to overcome and/or subdue, they may be looked upon as unique opportunities. The ethnocentric perspective (self-reference criteria) is usually not the only one, and may not be the best one to meet a firm and/or individual's objectives. In addition, part of the learning process is to put all the pieces together in a way that makes sense and meets objectives of the firm. This is accomplished in this class by integrating the different business and marketing issues by developing a marketing plan for a local company marketing to a developing country.

Class Web site: <https://seattleu.instructure.com/>. I will use Canvas extensively for communication via Announcements. Be sure to keep up with all Announcements on Canvas.

Organization: The course will be conducted in a modified seminar format. Lecture will be limited and class discussion emphasized, so class attendance and participation are essential. Class members will also lead class discussion on cases listed in the syllabus. The text assigned for this course contains relevant material, which will be used in initiating discussion. There may be guest speakers from time to time.

Academic Honesty: Seattle University is committed to the principle that academic honesty & integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to Seattle University Academic Honesty Policy, see:

<https://www.seattleu.edu/redhawk-axis/academic-policies/>

→ **If you are not sure if a particular action is acceptable according to the Academic Honesty Policy, you should always check with your instructor before engaging in it.**

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. 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.

There are several ways to cite. Follow my instructions on CANVAS for the preferred methods in marketing. Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. You are encouraged to use published work in your projects, but appropriate credit is required.

Course and Classroom Policies:

- 1) **TEAMS** must do ALL of their own work on the Project unless otherwise notified.
 - To not do so is a violation of SU ACADEMIC HONESTY Policy.
- 2) **TEAMS are not to collaborate with other Teams during the project.**
 - Unauthorized collaboration or help (of any kind) is violation of SU ACADEMIC HONESTY Policy.
- 3) **Improper Use** (including **Misrepresentation of Content**) of **Source Material** for the Project is a violation of SU ACADEMIC HONESTY Policy.
- 4) **Laptops, Tablets, Smartphones, Other Electronic Devices: May not be used during class.**

Education research clearly shows that active memory increases when distractions are minimal

 - ➔ **Thus the use of laptops/tablets, smartphones, & other electronics is not allowed during class.**
 - Such use has been found to be distracting to students and instructors alike and ultimately detrimental to the learning environment.
 - A violation of this policy will result in appropriate Class Participation grade sanctions as determined by your professor.
- 5) To protect copyrighted and proprietary knowledge, and for a variety of other reasons as well
➔ **Audio and Video recording of any class session is strictly prohibited.**
- 6) **Reviewing Exams:** Students have 14 days after taking an Exam to review it with me.
- 7) **Possible Changes to Course Syllabus:**

I have made every effort to prepare a syllabus that is as accurate and complete as possible. However, there are circumstances (including illness) that sometimes warrant changes, thus, this syllabus is subject to reasonable changes to stay current with topics related to the class and/or to best accomplish class objectives. In the event of a change, you will receive a new syllabus, the changes will be announced in class, and the changes will be announced through a class email.
- 8) **Disabilities:** If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Evaluation: You are responsible for the text readings, cases, and any other material assigned. All written work done outside of class will be word-processed (not hand-written). Late work is not acceptable.

Exams: There are two closed-book multiple-choice and true-false examinations of **Lecture Material AND Assigned Reading Material** – see how **each is defined below (on this page)**. Also, see last 2 pages of syllabus, **Summary Course Schedule**, as it spells out the dates of Lecture Material and Assigned Reading Material for which students are responsible for each Exam. Exam 1 covers ~1st half of course; Exam 2 covers ~2nd half.

Lecture Material = ~50% of Exam Questions. Lecture Material is Defined as: Anything covered or assigned in-class (regular lectures, white-board material, guest speaker presentations, project material, readings given in-class to supplement lecture, handouts, etc.) on dates leading up to an Exam per Summary Course Schedule.

- Know very well all Lecture Material as defined above for the Exam being taken.
- Be sure to take very good & thorough notes in class (& during guest speaker presentations as well).
- Follow all advice in “What To Expect On Exams” doc. (**File is in Canvas – read it right away.**)

Case Analyses: One written case is required. All students are to be prepared to discuss each case assigned for the class period, but students assigned to write a case will be responsible for leading discussion. The case write-up is to be 2-3 pages, not including appendices, and must be an in-depth and thorough analysis. Evidence from the case and logical assumptions should persuasively support your decisions.

Case write-ups will follow the basic format below:

Situation Analysis: in which the pertinent facts are first identified;

Problem Statement: identifying the one critical underlying problem;

Alternative Actions: discussion of strengths and weaknesses of two or three alternative courses of action;

Decision: a well-justified decision is made for one of the alternatives;

Implementation: a short action plan.

Current Topics: International business, especially marketing, is dynamic. Situations change frequently, so it is very important to keep up with current events that shape international business. You are responsible for reading current literature on international marketing topics and advising the class of interesting articles and developments. To encourage your outside reading, each student will select one article from a variety of current and credible sources, other than textbooks, that relate to the text and international marketing concepts being discussed at that class period. You will summarize the article in a 1-page paper, which is due at the beginning of class (no e-mailed papers). The paper must contain a correct citation to the article and a hard copy of the article must be attached to your paper. You will be asked to discuss the article during class, so you should prepare one or two provocative questions you can ask the class to stimulate discussion.

Research Report: This is an individually-produced research paper on an international marketing topic of particular interest to you. You may choose a topic from the list on the Canvas site, or a different topic, but please check with me first. The research paper should be 3-5 pages, not including references and appendices. Cite at least 5 different references from a variety of resources, both domestic and international. Besides U.S. news sources such as *The Wall Street Journal*, *Business Week*, *Columbia Journal of World Business*, *Journal of International Business*

Studies, and the like, a special effort should be made to review non-U.S. sources of information. Examples of these include, but should not be limited to, *The Asian Wall Street Journal*, *Financial Times*, *Europa World Yearbook*, *Canadian Trade Index*, *The Economist*, *International Economic Integration*, and sources of information specific to your country of interest. Use original sources, not encyclopedia-type sources (especially Wikipedia), which are not original works. The purpose of this paper is for you to learn about a narrowly focused topic in some depth. You may be asked to give a short (5-10 minute) oral presentation of this paper to the class.

Term Project: This is a team project, not unlike one that would be assigned to a company export team. The objective is to plan for the exporting of a local firm's product(s) to a developing country to which it does not now export. It will consist of two parts:

A. **Situation Analysis**. The focus of this section is to provide a situation analysis to help the reader understand firm objectives and choice of country. This is the research portion, so documentation is critical. This part will include:

1. Company selection, including description, mission/objectives, management, and global strategies.

2. Country selection, including attractiveness compared to alternative countries (use two or three other countries); evaluation, including demographic and cultural description; economic analysis (balance of payments, trade analyses, etc.).

This part will require a substantial amount of research, utilizing a number of resources, including the Internet (but not exclusively). All references used must be correctly cited in the text and each citation must be properly referenced (see Canvas and the SU Library site for further information on references and citations and advice about plagiarism).

B. **Marketing Plan**. The strategic marketing objectives are the focus of this section, with detailed plans on how your team expects to realize these objectives. Coverage in this part will consist of target market selection, marketing tactics involving the marketing mix, foreign country restrictions, and other factors appropriate to the problem. The marketing mix must be explained and justified in detail. An **Executive Summary** is required, but should not be written until the rest of the plan is complete.

This portion of the project is the most important and should be between 10 and 20 pages, not including appendices. More detail will be given after the Situation Analysis presentations.

Both portions of the project will be presented in class, critiqued by the class, and evaluated by the class and instructor. The presentations will count 30% of the total points allocated and the written portions 70%.

Score Keeping:

Exercise	Percentage of Final Score
Exam 1	15%
Exam 2	15%
Case Analysis	5%
Research Report	6%
Article	3%
In-class Exercises & Participation	16%*
Team Project:	
Situation Analysis	10%**
Marketing Plan	30%**
Total	100%

*See simple participation rubric on Canvas.

**Weighted by Team's peer-evaluation score for you: see peer-evaluation form in Canvas.

Syllabus-Quiz Extra-Credit: Students can earn up-to **.5 of a point** of Extra-Credit towards Exam 1 score (based on # of correct answers on Syllabus-Quiz).

Grading Scale for Everything Including Final Grade For Course:		67-69 points	D+ = Poor Performance
94-100 points	A = Superior Performance	64-66 points	D
90-93 points	A- = Extremely Good Performance	60-63 points	D-
87-89 points	B+ = Strong Performance	< 60 points	F = Failing Performance
84-86 points	B = Good Performance		
80-83 points	B-		
77-79 points	C+		
74-76 points	C = Adequate Performance		
70-73 points	C-		

MKTG 4560 – Spring 2017
SCHEDULE and ASSIGNMENTS
 (Changes announced in class or on Canvas)

Date	Chapter	Topics	Cases
28 Mar	Class Organization and Management – Overview, FORM TEAMS, Introduction Lecture, Syllabus Quiz For Extra-Credit		
30 Mar	1	Scope, Concept, and Drivers of International Marketing	1-1, 1-2
04 Apr	2	International Marketing Environment	2-2
06 Apr	3, 4	International Trade, Regional Economic and Political Integration	3-1, 4-1
11 Apr	5	Cultural Influences on International Marketing	5-1
13 Apr	6, 7	Marketing Research, Strategic Planning	6-1, 7-1
14-17Apr	Easter Break		
17 Apr		Situation Analysis – reports & ppt files are due in my mailbox by 1:00pm sharp.	
18 Apr		Situation Analysis – presentations.	
20 Apr	8	Expansion Strategies and Entry Mode Selection	8-1
25 Apr	1-8	EXAM 1	
27 Apr	9	Products and Services: Branding	9-1
02 May	10	Product and Services: Strategies	10-1
04 May	11	International Distribution and Logistics	11-1
08 May		Research Report (File Due By 5pm in my mailbox)	
09 May	12	International Retailing	12-1
11 May	13	International Promotional Mix & Advertising	13-1
16 May	14	Publicity, Public Relations, Sales Promotion	14-1
18 May	16, 17	International Pricing Strategy / Organizing & Control <i>(Pls Note: C15 International Personal Selling is not required reading/study but it is a “resource” for your MP Pres.)</i>	16-1, 17-1
22 May	Marketing Plan – reports & ppt files are due in my mailbox from each team by 12:00pm sharp.		
23 May	Marketing Plan Presentations		
25 May	Marketing Plan Presentations		
29 May	Memorial Day		
30 May	Final Material Covered, Reminders about Exam 2, Wrap-Up Extra-Credit		
01 June	No Class - Exam 2 Prep Time		
08 June	9-14, 16,17	EXAM 2 3:45 - 4:45 pm	