



Course Information	
Course Title : MKT 316 – International Marketing	Semester : Winter 2019
<b>Class Hours:</b> Monday through Friday, 160 minutes each day, each week there will be a three-hour discussion session; the Instructor will also be available by appointment.	
<b>Discussion Section:</b> 3 hours each week	<b>Field Trip:</b> According to professors' teaching plan
Textbooks and Reference	
Required Texts:  P. Cateora, J. Graham, M. Gilly, <i>International Marketing</i> 17 <sup>th</sup> Ed. (McGraw-Hill Education, 2016). Earlier editions of this text are acceptable for this class.	
Course Outcomes	
After successful completion of the course, students should have: <ul style="list-style-type: none"> <li>•An appreciation of the primary differences between domestic marketing and international marketing.</li> <li>•Knowledge of how national culture affects the marketing of products and services in foreign regions</li> <li>•Understanding of how business customs and motivations may vary from country to country.</li> <li>•Understanding of the differences in the political, legal, economic, and cultural environments of nations.</li> <li>•An ability to clearly explain the issues major confronting multinational companies.</li> </ul>	
Course Description	
<i>International Marketing</i> is an intensive undergraduate business school course about how organizations develop strategies to compete in foreign markets-- that is, <i>host</i> markets as opposed to their <i>home</i> market. While the fundamental principles of marketing apply throughout the world, such as market analysis through application of the “Four Ps,” the particular challenge of cross-border marketing strategy is to understand how differing cultural values effect markets and their consumers, and how differing political and regulatory regimes either constrain or expand opportunities for the firm. A principal concern of this course will be how “globalization” has brought about a world-wide convergence of values, and how current threats to globalization might alter a firm’s cross-border marketing strategy.	



The course will use lecture/discussion presentations by the Instructor, in-class exercises, and group presentations of assigned readings from the text. Students must be willing and ready to engage in classroom discussion if they expect to pass the course. In addition, a mid-term and final examination, small group presentations, and two short weekly written assignments will be required of all students (see requirements below).

**Weekly Schedule (Jan. 7 – 26, 2019)**

<b>Week</b>	<b>Day</b>	<b>Topic</b>
1	1	Part One of Text - <i>An Overview</i> Chapter 1 The Scope and Challenge of International Marketing - p. 2 of text
	2	Chapter 2 The Dynamic Environment of International Trade 28
	3	Part Two of Text - <i>The Cultural Environment of Global Markets</i> Chapter 3 History and Geography: The Foundations of Culture 54
	4	Chapter 4 Cultural Dynamics in Assessing Global Markets 96
	5	5 Culture, Management Style, and Business Systems 130 Small-Group Case Presentation and First Short Written Assignment Due (444 word limit)
2	1	Chapter 6 The Political Environment: A Critical Concern 170 Chapter 7 The International Legal Environment: Playing By the Rules 198
	2	Part Three of Text - <i>Assessing Global Market Opportunities</i> Chapter 8 Developing a Global Vision through Marketing Research 230
	3	<b>MID-TERM EXAM TODAY</b>
	4	Chapter 9 Economic Development and the Americas 262 Chapter 10 Europe, Africa, and the Middle East 290
	5	Chapter 11 The Asia Pacific Region 316 Small-Group Case Presentation and Second Short Written Assignment Due (444 word limit)
3	1	Part Four of Text - <i>Developing Global Marketing Strategies</i> Chapter 12 Global Marketing Management: Planning and Organization 346 Chapter 13 Products and Services for Consumers 374
	2	Chapter 14 Products and Services for Businesses 414 Chapter 15 International Marketing Channels 442
	3	Chapter 16 Integrated Marketing Communications and International Advertising 478 Chapter 17 Personal Selling and Sales Management 524
	4	Chapter 18 Pricing for International Markets 554 Part Five of Text - <i>Implementing Global Marketing Strategies</i>
	5	<b>FINAL EXAM TODAY</b>

**Grading**



Attendance/Participation:	10%
Mid-Term Exam:	35%
Group Case Presentation:	15%
Two Short Written Assignments:	10%
Final Exam:	30%
<b>Total</b>	<b>100%</b>

**Homework, Class Attendance, and Participation:**

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (10% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion.

It is important that you read the assigned readings as background information on the issue/topic *before* each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

*Please note the following:* In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 33% of this course) will be *grounds for failure*. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions....

Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However,



high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.** Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments "safe?"
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

### EXAMINATIONS

An in-class mid-term examination will be administered during the middle of Week 2, and an in-class final examination will be administered at the end of the course. Details of content, exam format, etc. will be announced in class well before the examination dates.

### ONE-PAGE WRITTEN PAPERS (2)

Each student must submit a one-page written paper at the end of each of the first two weeks, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class; the second weekly questions will be provided at the end of the prior week.

### SMALL GROUP CASE PRESENTATION

Students will be assigned to a small group and each of these groups will make an in-class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59



E

0-49

**Academic Integrity**

The academic ethics codes of the school are applied in this class. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details regarding the code.

**Disability accommodation**

Any student who needs special accommodation due to the impact of a disability should contact the instructor and/or the university within the first week of the class.