

Course	MNGT 4330 International Marketing
Term	Spring I 2008
Instructor	William T. Yeager byeager@webster.edu 816-537-6686
Catalog Description	The course is designed to assist students in understanding the several aspects of international marketing. It is an introduction to the field of international marketing and will extend their basic marketing knowledge to broader applicability in the global marketplace. The student will be exposed to several key aspects of international marketing. These will include the international marketing mix: product/service, pricing, distribution and promoting. The student will also be exposed to emerging issues in international trade such as trading blocs (EU, NAFTA, etc.), global trade agreements, the emerging China market and the issue of standardization versus adaptation.
Prerequisites	MNGT 3500- Marketing or its equivalent.
Course Level Learning Outcomes	At the end of the course the student will have achieved the following: <ul style="list-style-type: none"> • A knowledge of international marketing terminology and its concepts; • A knowledge of the similarities and differences between international marketing and domestic marketing; • A knowledge of the various external environments of international marketing (economic, cultural and legal/political) and their impacts upon marketing; • A knowledge of the need for, and use of marketing research, an appropriate techniques, for effective marketing; • A knowledge of the four key aspects of marketing-product/service development, pricing, distribution and promotion-and how these are applied in the international market place; • A framework for the application and integration of marketing management concepts in the international market; • An awareness of current and emerging global issues (trade blocs, trade agreements, the China market, etc.) as the affect international marketing.
Materials	<i>International Marketing</i> 8th Edition – 2007 ISBN 0-324-31702-6 by Michael R. Czinkota and Iikka A. Ronkainen, (Most recent version) . Text can be obtained by calling MBS Direct Books at 1-800-325-3252. Credit card/check accepted

<p>Grading</p>	<p>The final course grade will consist of the following:</p> <table border="0"> <tr> <td>Examinations (Two at 20)</td> <td>40 %</td> </tr> <tr> <td>Global Marketing Plan</td> <td>30%</td> </tr> <tr> <td>Cases (3)</td> <td>15%</td> </tr> <tr> <td>Verbal Presentations</td> <td>15 %</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table> <p>The UNDERGRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A/A- superior work in the opinion of the instructor • B+/B/B- good work in the opinion of the instructor • C+, C, C- satisfactory work in the opinion of the instructor • D+, D passing, but less than satisfactory work in the opinion of the instructor • I incomplete work in the opinion of the instructor • ZF an incomplete which was not completed within one year of the end of the course • F unsatisfactory work in the opinion of the instructor, no credit is granted • W withdrawn from the course • IP course in progress • NR not reported for the course • Z a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z. 	Examinations (Two at 20)	40 %	Global Marketing Plan	30%	Cases (3)	15%	Verbal Presentations	15 %		100%
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<p>Activities</p>	<ul style="list-style-type: none"> • Have a review of the previous week's lecture at the beginning of the class to give the students another chance to ask questions before you move on. • Encourage students to study in groups and to develop professional relationships • Require student presentations • Mid-term and final exams should include questions which make the student analyze various situations that are presented in the course. • Class participation is required <p>Cases from the text will be assigned as indicated in the attached schedule. Cases may be lead by the instructor or by the student. The student shall be prepared for all cases and is expected to participate in the class discussions. The questions following each case provide a general indication of the issues that are important and will set the foundation for class discussions.</p> <p>A Class Simulation will be used to enhance the learning experience. The simulation will focus on the topics discussed during the course in accordance with the attached schedule. The students will be organized into teams and will be given class time to prepare and make decisions regarding the simulation. Further details will be provided during the course.</p>										

	<p>The submission of a Global Marketing Plan will be required on the date indicated upon the attached schedule. The Global Marketing Plan will require the student to choose a foreign market and analyze that market from several aspects with particular attention to specific marketing implications for US firms. A typewritten professional Global Marketing Plan shall be submitted. The student must present a summary of their findings. Further details will be provided in a separate handout.</p>
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances</p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from</p>

	<p>the course.</p> <p>Student Assignments Retained</p> <p>From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course</p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p>
<p>Weekly Schedule</p>	<p>Pre-Assignment for Week 1</p> <ul style="list-style-type: none"> • Chapter 1: The International Marketing Imperative (Page 3) • Appendix A: Basics of Marketing (Page 17) • Appendix B: Geographical Perspectives on International Marketing (Page 21) • Chapter 2: International Trade Institutions and US Trade Policy (Page 30) <hr/> <p>Week 1 Topics:</p> <ul style="list-style-type: none"> • Course Introduction • Syllabus Review • Assignment of Project • Marketing Mix Introduction <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> • Chapter 3: The Cultural Environment (Page 51) • Chapter 4: The Economic Environment (Page 83) • Chapter 5: The International Political and Legal Environment (Page 125) • Regional Economic Coalition EU/NAFTA

	<p style="text-align: center;">• Case: IKEA in the USA (Page 171)</p> <hr/> <p>Week 2 Topics:</p> <ul style="list-style-type: none"> • The International Environment <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> • Chapter 6: Strategic Planning (Page 187) • Chapter 7: Marketing Organization (Page 213) • Chapter 12: Marketing Communications (Page 385) • Chapter 13: Distribution Management (Page 413) <hr/> <p>Week 3 Topics:</p> <ul style="list-style-type: none"> • International Marketing Activities • Foreign Market Entry Strategies <p>Assignment for Week 4:</p> <ul style="list-style-type: none"> • Chapter 8: Research (Page 243) • Chapter 14: Product and Brand Management (Page 473) • Case: Whirlpool and the Global Appliance Industry (Page 636) <hr/> <p>Week 4 Topics:</p> <ul style="list-style-type: none"> • Global Marketing Management • Product/Service Strategy <p>Assignment for Week 5:</p> <ul style="list-style-type: none"> • Midterm <hr/> <p>Week 5 Topics:</p> <ul style="list-style-type: none"> • MIDTERM <p>Assignment for Week 6:</p> <ul style="list-style-type: none"> • Chapter 9: Market Entry and Expansion (Page 281) • Chapter 10: Product Adaptation (Page 325) • Chapter 16: Global Pricing Strategies (Page 353) • Chapter 18: Marketing Communications (Page 385) <hr/> <p>Week 6 Topics:</p> <ul style="list-style-type: none"> • Pricing Issues & Strategies • International Markets/Promotion <p>Assignment for Week 7:</p> <ul style="list-style-type: none"> • Chapter 15: Global Services (Page 501) • Chapter 16: Logistics and Supply Chain Management (Page 523) • Case: ESPN's Worldwide Reach (Page 645) <hr/> <p>Week 7 Topics:</p> <ul style="list-style-type: none"> • Chapter 17 Global Pricing (Page 549)
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	<p>Assignment for Week 8:</p> <ul style="list-style-type: none"> • Chapter 18 Global Promotional Strategies (Page 575) • Presentation of Global Marketing Plans <hr/> <p>Week 8 Topics:</p> <ul style="list-style-type: none"> • Course Summary/Conclusions • Submission of Final Global Marketing Plans • Final Examination <hr/>
Additional Information	ALL Students Should Daily Review All Material in the CONNECTIONS Portal of the Main Webster University Web Page

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