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| Course | MRKT 5980 International Marketing | | | | |
| Term | Spring 2007 | | | | |
| Instructor | William T. Yeager byeager@webster.edu 816-537-6686 | | | | |
| Catalog Description | The course exposes students to the field of international marketing at the graduate level. The student will be encouraged to accept the role of a Global Marketing Manager, and to make decisions that could affect the outcome of a Global Marketing Plan. This includes the international marketing environment and the international marketing mix—product, pricing, distribution, promotion—as well as emerging issues in international trade such as trading blocs, trade barriers, and standardization/ adaptation | | | | |
| Prerequisites | MRKT 5000. | | | | |
| Course Level Learning Outcomes | <p>Upon completion of this course the student should</p> <ol style="list-style-type: none"> 1. Explain the terminology and the concepts of international marketing 2. Explain the various environments (economic, political, legal, cultural and financial) of international marketing and the impacts the environments have upon marketing. 3. Know the four key elements of the marketing mix (product/service, promotion, pricing and distribution) and how the elements are used in the global marketplace. 4. Explain the Foreign Market Entry Methods. 5. Explain the role of a Global Marketing Manager making decisions that affect shareholders wealth. 6. Explain the framework for the application of marketing management concepts in the international market. 7. Be more aware of current and emerging global issues, which affect international marketing. | | | | |
| Materials | <p><i>International Marketing</i> 8th Edition – 2007 ISBN 0-324-31702-6 by Michael R. Czinkota and Ilkka A. Ronkainen</p> <p>Text can be obtained by calling MBS Direct Books at 1-800-325-3252. Credit card/check accepted</p> | | | | |
| Grading | <p>The final course grade will consist of the following:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Examinations (Two at 20)</td> <td style="text-align: right;">40 %</td> </tr> <tr> <td>Global Marketing Plan</td> <td style="text-align: right;">30%</td> </tr> </table> | Examinations (Two at 20) | 40 % | Global Marketing Plan | 30% |
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| | <p>Cases (3) 15%</p> <p>Verbal Presentations 15 %</p> <p>100%</p> <p>The GRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A/A- Superior graduate work • B+/B/B- Satisfactory graduate work • C Work that is barely adequate as graduate-level performance • CR Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses. • F Work that is unsatisfactory • I Incomplete work • ZF An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal. • IP In progress • NR Not reported • W Withdrawn from the course |
| <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</p> |

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| | <p>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 the course.</p> |

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| | <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) <hr/> |

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| | <ul style="list-style-type: none"> • Regional Economic Coalition EU/NAFTA • Case: IKEA in the USA (Page 171) |
| Week 2 | <p>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) |
| Week 3 | <p>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) |
| Week 4 | <p>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 |
| Week 5 | <p>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) |
| Week 6 | <p>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) |
| Week 7 | <p>Topics:</p> |

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| | <ul style="list-style-type: none"> • Chapter 17 Global Pricing (Page 549) <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"> • SUMMARY PRESENTATIONS of GLOBAL MARKETING PLAN <p>Assignment for Week 9:</p> <ul style="list-style-type: none"> • Presentation of Global Marketing Plans <hr/> <p>Week 9 Topics:</p> <ul style="list-style-type: none"> • Course Summary/Conclusions • Final Examination • Submission of Final Global Marketing Plans |
| Additional Information | ALL Students Should Daily Review All Material in the CONNECTIONS Portal of the Main Webster University Web Page |

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