

<b>Course</b>	<b>MRKT 5980 International Marketing</b>
<b>Term</b>	Summer, 2009 Meeting Day(s): Thursdays Meeting Time: 5:30 PM – 9:30 PM Meeting Location: North Campus
<b>Instructor</b>	Name: John E. Vincent, Ph.D., MBA Phone: (407) 671-5088 Email: <a href="mailto:johnvincent40@webster.edu">johnvincent40@webster.edu</a>
<b>Catalog Description</b>	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.
<b>Prerequisites</b>	MRKT 5000. This prerequisite could be waived at the instructor's discretion.
<b>Course Level Learning Outcomes</b>	Graduate Level Course Upon successful completion of this course, the student will be able to: <ul style="list-style-type: none"> <li>• Explain the terminology and the concepts of international marketing.</li> <li>• Explain the various environments (economic, political, legal, cultural and financial) of international marketing and the impacts the environments have upon marketing.</li> <li>• 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.</li> <li>• Explain the Foreign Market Entry Methods.</li> <li>• Explain the role of a Global Marketing Manager making decisions that affect shareholders wealth.</li> <li>• Explain the framework for the application of marketing management concepts in the international market.</li> <li>• Be more aware of current and emerging global issues, which affect international marketing.</li> </ul>
<b>Materials</b>	Text: <b>Global Marketing</b> , 5 <sup>th</sup> edition, by <b>Warren Keegan</b> , Pace University, and <b>Mark Green</b> , Simpson College, ISBN-10: 0-130175434-3, ISBN-13: 978-0-13-175434-8, Publisher: Prentice Hall, Inc., Copyright: 2008
<b>Grading</b>	<b>The GRADUATE catalog provides these guidelines and grading options:</b> <ul style="list-style-type: none"> <li>• <b>A/A–</b> Superior graduate work</li> <li>• <b>B+/B/B–</b> Satisfactory graduate work</li> <li>• <b>C</b> Work that is barely adequate as graduate-level performance</li> <li>• <b>CR</b> 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.</li> <li>• <b>F</b> Work that is unsatisfactory</li> <li>• <b>I</b> Incomplete work</li> <li>• <b>ZF</b> 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.</li> <li>• <b>IP</b> In progress</li> <li>• <b>NR</b> Not reported</li> <li>• <b>W</b> Withdrawn from the course</li> </ul>

**DETERMINATION OF FINAL GRADES IN THIS COURSE WILL BE BASED ON THE FOLLOWING WEIGHTING:**

- **32% Class Participation and Case Study Presentations (4 points per week during Weeks 1 through 8)**
- **40% Papers due in Weeks 2, 3, 5, and 7**
- **28% Course Project: Paper and PowerPoint Presentation due in Week 9**

The assignment of grades is as follows:

Final scores are rounded up if they equal .50 or higher. For example, if a score totals 86.5, it will translate to an 87 (B+) for the final score. Scores which are less than .50 will be rounded down. For example, if a score totals 86.49, it will translate to an 86 (B) for the final score.

POINTS	GRADE	POINTS	GRADE
95 +	A	80-83	B-
90-94	A-	70-79	C
87-89	B+	Below 70	F
84-86	B		

**Activities**

Normal class activities will be a combination of lecture, discussion, small group projects, cases, and problems. Please note that in-class exercises cannot be made up if you missed the class.

**Policy Statements:**

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:

**University Policies**

**Academic Honesty**

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.

**Drops and Withdrawals**

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.

**Special Services**

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.

**Disturbances**

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.

**Student Assignments Retained**

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

	<p>student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p><b>Contact Hours for this Course</b> 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>
<b>Course Policies</b>	<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 add, delete, or modify any weeks of this schedule. The instructor also reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <ol style="list-style-type: none"> <li>1. All homework assignments are due at the beginning of the class period after which they are assigned. All late homework will be devalued. Late homework will be devalued by one letter grade for each week after it is due.</li> <li>2. There are no make-up exams or quizzes.</li> <li>3. If you miss class you are responsible for getting notes and assignments for the missed class.</li> <li>4. Professional quality for all work is expected.</li> <li>5. Students are expected to be prepared for class. Preparation includes completing the assigned readings and homework.</li> </ol>
<b>Weekly Schedule</b>	<p><b>Week 1:</b> <b>Reading Assignment:</b> Introduction, Chapters 1 and 2</p> <p><b>Week 2:</b> <b>Reading Assignment:</b> Chapters 3 and 4 <b>Paper: "Introduction to International Marketing" 10 points</b> Each student will prepare and submit a 4-5-page paper cataloging and discussing the general elements in International Marketing, as they research and view the subject. Note the APA requirements, as well as submitting the paper electronically no later than noon time following the session date on which the paper is due.</p> <p><b>Week 3:</b> <b>Reading Assignment::</b> Chapters 5 and 6 <b>Course Project:: Global Marketing Plan</b> <b>3<sup>rd</sup> Week's Paper: Memo 10 points</b> The Course Project consists of creating a Global Marketing Plan. The student will choose a specific product or service (real or imaginary) to be marketed in a foreign country and will analyze that market from several aspects with particular attention to specific marketing implications for US firms. In <b>Weeks 3, 5, 7 and 9</b>, the student will, step-by-step, devise the plan until the successful completion of the project by Week 9.</p> <p>The purpose of the <b>memo</b> for Week 3 is to present a complete outline of the main components of the marketing plan. As the course progresses, certain components of the memo would be expanded, and revised if necessary. The memo should be presented in a free format that need not follow the applicable rules to an academic paper and/or APA format.</p> <p>In Week 9, each student will prepare a 10-15-page paper describing this marketing plan. At a minimum, the paper should include the following:</p> <ul style="list-style-type: none"> <li>○ An Executive Summary.</li> <li>○ Description of the product or service selected for marketing.</li> </ul>

- Description of the foreign country selected.
- Analysis of the cultural, economic, political and legal environments that may affect the marketing.
- Analysis of financial aspects of the marketing plan.
- Discussion of the legal impediments caused by the legal system.
- Identification and analysis of the projected outcome.

The paper and presentation will be graded based on the scope and depth of the research, the quality of analysis, and recommendations.

**Week 4:**

**Reading Assignment:**

Chapters 7 and 8

**Case Study:**

Choose one of the following case studies:

1. Mc Donald's Expands Globally While Adjusting its Local Recipe
2. Acer, Inc. (A)
3. Vietnam's Market Potential
4. Ecuador Adopts the Dollar
5. The Euro Yo-yo
6. Fair Trade Coffee: Ethics, Religion, and Sustainable Production
7. Barbie: The American Girl Goes Global

Students will present a 7-10 minute oral presentation on the selected case study. They have the choice of presenting as a PowerPoint presentation.

**Week 5:**

**Reading Assignment:**

Chapters 9 and 10

**Course Project:: Global Marketing Plan**

**5<sup>th</sup> Week Paper: Overview of the Product and Market 10 points**

During Week 5, each student will prepare and submit a 4-5-page paper describing and analyzing the general premises relative to his/her Global Marketing Plan. This portion of the Project could, preferably include the selected product or service, as well as the selected foreign market.

**Week 6:**

**Reading Assignment:**

Chapters 11 and 12

**Case Study:**

Choose one of the following cases:

1. Bud Versus Bud
2. America's Cuban Conundrum
3. Research Helps Whirlpool Act Local in the Global Market
4. Nokia Segments the Global Cell Phone
5. Carmakers Target Gen Y
6. Concerns about Factory Safety and Worker Exploitation in Developing Countries
7. U.S. Sugar Subsidies: Too Sweet a Deal?

Students will present a 7-10 minute oral presentation on the selected case study. They have the choice of presenting as a PowerPoint presentation.

**Week 7:**

	<p><b>Reading Assignment:</b> Chapters 13 and 14</p> <p><b>Case Study:</b> Choose one of the following cases:</p> <ol style="list-style-type: none"> <li>1. DHL Shakes up the Global Package Express Business</li> <li>2. Harry Potter</li> <li>3. Boeing Versus Airbus: A Battle for the Skies</li> <li>4. The Smart Car</li> <li>5. Pricing AIDS Drugs in Emerging Markets</li> <li>6. LVMH and Luxury Goods Marketing</li> <li>7. Wal-Mart's Global Expansion</li> </ol> <p>Students will present a 7-10 minute oral presentation on the selected case study. They have the choice of presenting as a PowerPoint presentation.</p> <p><b>Course Project:: Global Marketing Plan</b></p> <p><b>7<sup>th</sup> Week Paper: 10 points</b></p> <p>During Week 7, each student will prepare and submit a 4-5-page paper expanding on another portion of Global Marketing Plan. This portion could, preferably describe and analyze the legal environment that may positively or negatively impact the Global Marketing Plan.</p> <p><b>Week 8:</b></p> <p><b>Reading Assignment:</b> Chapter 15, 16 and 17</p> <p><b>Case Study:</b> Choose one of the following cases:</p> <ol style="list-style-type: none"> <li>1. Benetton Group, S.p.A.: Raising Consciousness and Controversy with Global Advertising</li> <li>2. Adidas-Salomon AG</li> <li>3. Marketing an Industrial Product in Latin America</li> <li>4. Kodak in the Twenty-First Century: The Search for New Sources of Competitive Advantage</li> <li>5. A Marketer Takes the Wheel at Volkswagen, AG</li> <li>6. Kazuo Inamori: Spiritual Leadership at Kyocera Corp</li> <li>7. Napster and the Global Music Industry</li> </ol> <p>Students will present a 5-7 minute oral presentation on the selected case study. They have the choice of presenting as a PowerPoint presentation.</p> <p><b>Week 9:</b></p> <p><b>Reading Assignment:</b> None</p> <p><b>Course Project:: Final Marketing Plan Paper: 28 points</b></p> <p>Each student will prepare and submit the final 10-15-page Global Marketing Plan as described in the Week 3 section. As stated previously, the paper will be graded on the scope and depth of research, the quality of analysis, and recommendations. The project will be presented in 15-20 minutes as a PowerPoint presentation.</p> <p>The week-by-week reading or any other assignments may be modified by the instructor based on the class progress or the students' work load. Additional case studies may be presented for discussion in the classroom.</p>
<p><b>Additional Information</b></p>	<p><b>Course Requirements:</b></p> <p><b>Course Attendance:</b> The University reserves the right to drop students who do not attend class the first two weeks of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences.</p>

**Conduct:**

Students enrolling in a degree program at Webster University assume the obligation of conducting themselves in a manner compatible with the University's function as an education institution. Misconduct for which students are subject to discipline may be divided into the following categories:

1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.
2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities or of other authorized activities on University premises.
3. Classroom disruption. Behavior occurring within the academic arena, including but not limited to classroom disruption or obstruction of teaching, is within the jurisdiction of Academic Affairs. In case of alleged campus and/or classroom disruption or obstruction, a faculty member and/or administrator may take immediate action to restore order and/or to prevent further disruption (e.g. removal of student[s] from class or other setting). Faculty members have original jurisdiction to address the immediacy of a situation, as they deem appropriate. When necessary and appropriate, Public Safety and/or the local [or military] police may be contacted to assist with restoring peace and order. Faculty response is forwarded to the academic dean (or his or her designee) for review and, if necessary, further action. Further action might include permanent removal from the course. Repeated offenses could lead to removal from the program and/or the University.
4. Theft of or damage to property of the University. Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place.

Students who engage in any of the above misconducts may be subject to dismissal from the University on careful consideration by the executive vice president of the University or his designee. To the extent that penalties for any of these misconducts (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate action under such laws.

Students are subject to the Student Code of Conduct and Judicial Procedure described in the Online Student Handbook.

**Course Contact Hours:**

Unless a course has enrolled fewer than four students, faculty have a contractual obligation to meet the full complement of contact/meeting hours (32 for undergraduate courses; 36 for graduate courses). Not to meet this full complement of hours may be construed as a breach of contract and may also endanger Webster University's accreditation by The Higher Learning Commission and membership in the North Central Association of Colleges and Schools, and its licensure by the State of Florida. Finally, course meetings which are missed for any reason must be made up.

**DETERMINATION OF GRADES IS BASED ON THE FOLLOWING CRITERIA:**

**Minimum Requirements:**

Products (papers, case studies, projects) must be on time, in the correct format, corrected for spelling and grammar, appropriate materials included and referenced to-the-point and on topic and conclusions must be supported.

Examinations must be complete, accurate, neat, evidence clear thought, and exhibit concise and to-the-point responses.

Behavior in class discussions and group activities should be responsible, should exhibit open communication, be constructive, and helpful.

Mastery Level (Grade of "B"): Professional Achievement

Products must meet the requirements stated above for minimum requirements and additionally meet professional criteria. For example, documentation should be included to support research papers, the APA format should be used consistently throughout the paper, and substantially more than the minimum number of references should be included. Presentations should be logical, organized, and comprehensive.

Examinations should be organized, in depth, comprehensive, logical and complete, and evidence thorough understanding of the subject /topic through application of principles.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

Mastery Level Plus (Grade of "A"): Creative Achievement

Products must meet all requirements stated above and additionally meet creative criteria. These criteria include unique topic or subject selection, synthesis of ideas, evaluation of subject matter and positions found in the literature, be creative in approach, establish new relationships with ideas and provide new insights.

Examination responses indicate insightfulness of understanding, a synthesis of information and unique ideas, and rationale for application of principles following careful analysis.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

The grade of "A" represents the best work of students, accomplished in a unique and professional manner.

**Note:**

To achieve the objectives of this course, this syllabus may be revised at the discretion of the instructor without prior notification or consent of the student.

For Webster University policies and procedures, please refer to the Catalog and Student Handbook.

Reviewed by: Bonnie Manjura

Job Title: Mentor, Marketing

Date: April 6, 2009