



Date		Credits	3
Course Title	International Marketing	Course Number	MAR 2141
Pre-requisite (s)	None	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

International Marketing
 Daniel W. Baack, Eric G. Harris & Donald Baack
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 ISBN-10: 1452226350 | ISBN-13: 978-1452226354

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.



Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

This course will provide an overview of the unique aspects of marketing in the international business environment and provide the structure upon which the multinational marketing management can be based. Emphasis will be placed on the role of the international marketing manager in the expansion of marketing strategies for a variety of markets in diverse cultural, political and economic situations. Areas of focus will include the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

Learning Objectives

At the end of this course students will be able to:

- Comprehend how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments
- Develop an understanding of the foreign markets to conclude their overall export potential
- Understand the benefits that nations originate from unrestricted free trade
- Gain knowledge on designing strategies for global competition
- Analyze various methods of entering foreign markets, the degree of commitment required and the associated levels of risk
- Develop an understanding of the necessary types of documentation that is required for a transaction between firms in different countries.
- Comprehend the concepts of product life cycle and classification of goods and their significance for foreign market acceptance, product adaptation and overall marketing strategy decision making.

- Identify the sources of foreign market information including secondary data from both governments and private industry.

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES		<ul style="list-style-type: none"> • Describe the course. • Review the terms of multinational corporation, born-global, home country and host country. • Examine the essential factors that are found in the marketing mix, as they relate to global markets, needs and wants. • Discuss how the drivers of globalization have persuaded international marketing • Review how technology has altered the manners in which people communicate (Social media outlets) • Identify the ways in which technology had positively affected the cost of transportation, including movement of people and product • Discuss the four main drivers of globalization
TOPIC (S)		<p>Syllabus</p> <p>Discuss Library Orientation Course, Instructor to verify completion</p> <ul style="list-style-type: none"> • Examine the five factors that create international marketing complexity • Discuss how language might influence marketing • Discuss the differences and similarities found between the economic systems with political and legal systems • Define the six stages for leveraging sustainability •
LEARNING ACTIVITIES		<p>Discussion of Syllabus</p> <p>Group activity led by instructor</p>
HOMEWORK & ASSIGNED READINGS		<p>Review the Syllabus</p> <p>Complete the Library Orientation Course. Instructor to verify completion.</p> <p>Homework: Chapter 2-3 pp.37-111 Case 2 pp. 70-71 Questions 1-5 Case 3 pp. 111 Questions 1-4</p>
DATE		WEEK 2

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Define the two factors that drive market economies and they differ in command economies • Identify Rostow's five stages of economic development • Examine what factors help create a national competitive advantage for an economy • Review how the five forces that increase competitive rivalries relate to industry-level competitive advantage • Examine how the emerging markets relate to the five stages of the Rostow modernization model • Define a transition economy • Identify the major trade agreements that are found around the world
TOPIC (S)	<ul style="list-style-type: none"> • Discuss Final Class Project & Presentation, • List of Topics • Discuss the features of a franchising arrangement • Define the internationalization theory • Review how free trade may influence international marketing context • Examine the relationships between free trade, integration and international marketing • Discuss how laws and ethical concerns affect trade and international marketing globally • Identify the methods government use to limit trade
LEARNING ACTIVITIES	<p>Participate in a forum. Analyze examples brought up in class Group discussion</p>
HOMEWORK & ASSIGNED READINGS	<p>Homework: Read Chapter 4 pp.114-153 Case 4 pp. 153-154 Questions 1-5</p>
DATE WEEK 3	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Identify the two factors often affect the origins and development of culture in a given area • Discuss the three levels of value exist in a society • Review the manners in which culture affect purchasing behavior • Identify Geert Hofstede's value dimension of culture different from the culture constructs identified by Project GLOBE
TOPIC (S)	<p>Discussion of student topic selection, library research, tentative bibliography</p> <ul style="list-style-type: none"> • Define the factors that are used to identify consumer market segments • Identify the ways that culture affect purchasing behavior • Discuss what ethical issues are present in market segmentation program

	<ul style="list-style-type: none"> Identify market segment and segmentation Review green marketing and how it relates to concepts of sustainability
LEARNING ACTIVITIES	<p>Participate in a forum. Analyze examples brought up in class Group discussion</p>
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography Due: Project Topic Due: Tentative Bibliography Homework: Read Chapter 5 pp.156-188</p>
DATE	WEEK 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Identify the two primary elements that shape a product's positioning in the global marketplace Discuss the main approaches to international product positioning Examine how a product's position can become an asset in an international marketing effort Discuss the steps and tactics that are used to establish positioning, evaluate positioning, and conduct repositioning in international markets Identify the country-of-origin effect Discuss the ethical concerns that positioning presents
TOPIC (S)	<p>Due: Project Topic Due: Tentative Bibliography</p> <ul style="list-style-type: none"> Examine how nationalism is different from animosity Define what product versus product positioning Discuss how positioning relates to price Analyze tangible product benefits and intangible product benefits concepts Review how positioning maps show differentiation Identify the different ways that can be used to enhance a product's position
LEARNING ACTIVITIES	<p>Group discussion Group activity led by instructor</p>
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Read Chapter 6 pp. 190-222 Case 6 pp. 221-222 Questions 1-8</p>

DATE		WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Identify how market researchers can effectively employ the scientific method to better the quality of a marketing program • Define the steps of the marketing research process • Examine the role that primary data, secondary data, validity and reliability play in the process of planning an international marketing research program • Discuss the techniques that can be used when developing samples and collecting data for international marketing research • Analyze what factors obscure the analysis and interpretation of data in international marketing research 	
TOPIC (S)	<ul style="list-style-type: none"> • Identify the difference between a macro-level and micro-level analysis • Compare and contrast the qualitative and quantitative international market research • Define some of the popular qualitative research designs that are commonly used in international market research • Review some of the major advantages and disadvantages of quantitative research design • Identify the main differences between back translation and parallel translation • Discuss the four main types of international market research and what are some of the major legal restraints on performing international market research 	
LEARNING ACTIVITIES	<p>Read article Analyze examples brought up in class Group discussion</p>	
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Read Chapter 7 pp.226-261 Case 7 pp. 260-261 Questions 1-6</p>	
DATE		WEEK 6
SPECIFIC OBJECTIVES	<p>EXAM I</p> <ul style="list-style-type: none"> • Review basic product categories and product dimension that are available in domestic and international markets • Identify the types of international business products and services that are available • Define the types of patterns that exist as new products move from introduction to eventual decline • Discuss the role of brand development and management have in international marketing 	
TOPIC (S)	<ul style="list-style-type: none"> • Review the product life theory and examine how the concept applies to 	

	<p>international marketing</p> <ul style="list-style-type: none"> • Compare and contrast a product line from a product mix • Identify what is meant by the total value concept • Analyze the three forms of cobranding and how it can be used in domestic and international marketing
LEARNING ACTIVITIES	<p>Participate in a forum. Analyze examples brought up in class View video</p>
HOMEWORK & ASSIGNED READINGS	Homework: Read Chapter 8 pp.262-288
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Discuss how the legal systems influence international marketing programs • Identify standardization and adaptation strategies • Define how different legal systems assist in resolving international marketing disputes • Comprehend how adaptation can help a marketing team be successful in reaching their target markets in a host country • Review how global innovation and patterns of diffusion assist the marketing team in reaching target markets • Discuss the definition of various terms including cultural convergence, adaptation, and diffusion among others
TOPIC (S)	<ul style="list-style-type: none"> • Discuss the correlation between intellectual property and economic development • Identify the pros and cons of arbitration • Define the four different approaches to the product and communication adaptation or extension model Discuss standardization and identify the primary reasons for its use • Describe how laws affect adaptation and the product areas affected by regulations • Discuss the pros and cons of the three primary legal systems
LEARNING ACTIVITIES	<p>Discussion Group activity led by instructor Case 8 pp.292-294 in small group</p>
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Read Chapter 9 pp.298-333 Case 9 pp. 332-333 Questions 1-6</p>
DATE	WEEK 8
SPECIFIC	<ul style="list-style-type: none"> • Identify what forms of pricing exist

OBJECTIVES	<ul style="list-style-type: none"> • Discuss how perceptions may influence views of prices • Define the most common strategic objectives linked with prices and discuss the methods that are utilized to achieve those goals • Identify the types of pricing discounts that are available to international marketers • Review what factors influence the decisions about price changes in the international markets • Discuss what ethical concerns are associated with international pricing programs
TOPIC (S)	<ul style="list-style-type: none"> • Identify various terms including price elasticity of demand, elastic demand, and inelastic demand • Review what three approaches are available when pricing is based on competition • Define what three circumstances match with profit-based pricing • Describe capacity to consume and how it relates to marketing to the bottom-of-the-pyramid • Describe the four main types of pricing discounts offered to consumers and businesses • Review how Weber's Law apply to price changes • Identify the four main ethical issues that affect international pricing programs
LEARNING ACTIVITIES	<p>Discussion Visual aids Group activity led by instructor</p>
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Read Chapter 10 pp.334-369 Case 10 pp.368-369 Questions 1-5</p>
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Review how currencies and currency exchanges affect international business and international marketing programs • Discuss the factors that affect currency movements in the international marketplace • Define how the law of one price and purchasing power parity affect international marketing actions • Identify how governmental activities influence international finance • Define the correlation between international finance and the elements of the marketing mix
TOPIC (S)	<ul style="list-style-type: none"> • Discuss the five components of the balance of payments statement • Describe how the transaction demand and currency speculation affect currency values • Discuss some of the outcomes of the Bretton Woods agreement

	<ul style="list-style-type: none"> Identify where companies can find capital and define what are the common forms for the capital Define the different types of countertrade Identify how international financing affect markets Define terms of payment and review some examples
LEARNING ACTIVITIES	Analysis of the examples raised in class. Group discussion
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Read Chapter 11 pp. 372-405 Case 11 pp. 404-405 Questions 1-3
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Describe the essential elements of an international marketing channel Define what key marketing channel decision must be made in order to efficiently and effectively reach consumers in other countries Identify what international marketing channel functions do various intermediaries perform Define what are the 5 Cs of selecting channel members
TOPIC (S)	<ul style="list-style-type: none"> Identify what three distribution intensity strategies can marketers utilize Compare and contrast the agent middleman from the merchant middleman Define what factors influence the choice of international distribution systems Identify a push strategy and pull strategy Define what a gray market is Review the three types of channel arrangements that marketers may use
LEARNING ACTIVITIES	Discussion Group activity led by instructor Analysis of examples brought up in class
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Read Chapter 12 pp.406-437 Case 12 pp.436-437 Questions 1-4
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Discuss the five tasks of physical distribution Review the motive of why some companies export Identify what documents are necessary for exporting Describe internal reasons that lead to exporting Discuss what external factors that may lead to exporting Discuss various terms such as market concentration, market spreading

	and logistics among others.
TOPIC (S)	<ul style="list-style-type: none"> Identify the major types of merchants and agents used in indirect exporting Review the three approaches that can be utilized to price exported products Discuss the five tasks of physical distribution Describe the modes of transportation that are used in international marketing
LEARNING ACTIVITIES	<p>Discussion Analysis of examples brought up in class View video</p>
HOMEWORK & ASSIGNED READINGS	<p>Due: First Draft of Final Project Homework: Read Chapter 13 pp. 440-479 Case 13 p. 479 Questions 1-5</p>
DATE	WEEK 12
SPECIFIC OBJECTIVES	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> Discuss how the individual communications model can be used to explain the international marketing processes Identify the steps needed to develop and successful international advertising program Research the traditional and culturally based types of advertising appeals that are used by marketing professionals Recognize the types of alternative marketing programs that are available to international firms
TOPIC (S)	<ul style="list-style-type: none"> State the four methods the can be used to create international advertising budgets List the non-traditional and traditional media advertising venues Identify the three most customary message strategies Discuss the four most common alternative marketing programs
LEARNING ACTIVITIES	<p>Group activity led by instructor Small group activity Open discussion</p>
HOMEWORK & ASSIGNED READINGS	<p>Homework: Read Chapter 14 pp. 480-511 Case 14 pp.510-511 Questions 1-6</p>
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Recognize the relationships between international consumer promotions, trade promotions, push strategies and pull strategies Describe how international consumer promotions assist a company reach its marketing goals

	<ul style="list-style-type: none"> • Identify when international trade promotions incentives are used • Summarize how a public relations department or team handle negative publicity • Define how public relations can help create a positive representation of a company and its brands
TOPIC (S)	<ul style="list-style-type: none"> • Compare and contrast an international contest from an international sweepstakes • Describe how international marketers use social networking sites in marketing campaigns • Identify the major forms of trade allowances • Define the three types of consumer reactions that are present when the consumers face international consumer promotions
LEARNING ACTIVITIES	Participate in a forum. Analyze examples brought up in class Group discussion
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Homework: Read Chapter 15 pp.512-547 Case 15 p.547 Questions 1-4
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Explain how culture can influence international personal selling • Describe what tasks are completed in the business-to-business international personal selling process • Define what alternatives are available for international sales force composition • Identify the keys to an effective international sales force management • Recognize the methods available for international sales force compensation
TOPIC (S)	<ul style="list-style-type: none"> • Compare and contrast selling in low-context and high-context cultures • Describe the three primary international sales closing techniques • Identify the three main duties involved in international sales management • Define cross-selling • Describe the three types of expatriate salespersons
LEARNING ACTIVITIES	Analyze examples brought up in class Group discussion Read article
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Homework: Read Chapter 16 pp. 548-581
DATE	WEEK 15
SPECIFIC	Final Project

OBJECTIVES	Final Presentation Final Exam <ul style="list-style-type: none"> • Describe how planning organizing and controlling activities influence international marketing programs • Explain what activities are involved in international strategic planning • Identify what organizational structures do international companies use • Discuss the basic components of an international marketing plan • Define the emerging trends might affect international marketing in the future
TOPIC (S)	<ul style="list-style-type: none"> • Identify the four elements in a SWOT analysis • Define the components of an international marketing plan • Discuss the four steps of the control process • Define terms such as cultural convergence, cultural divergence and cultural crossvergence
LEARNING ACTIVITIES	Analyze examples brought up in class Group discussion
HOMEWORK & ASSIGNED READINGS	Homework: Case 16 pp. 582 Questions 1-4

Instructional Methods

The methods of instruction will be influenced by institutional constraints, class size, class meeting length, course length, and individual instructor style. Usually, student interest and learning is enhanced by the use of multiple instructional methods. Aside from the traditional assignment of textbook readings and presentation of lectures based on these readings, methods of instruction might include the following

:

1. A review of the questions at the end of each chapter.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Small group activities
6. Individual and group discussions.
7. Preparation of reports.
8. Preparation of a didactic plan.
9. Carrying out a micro-class.

Additional Instructional Materials and References

- Essentials of International Marketing by Donald L. Brady (11)
- International Marketing by Philip Cateora (15th 11)
- International Marketing and Export Management by Gerald Albaum (7th 12)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework: 20%

Exams I, II, III: 30% (10% each)

Final Presentation: 25%



Final Research Project: 25%

Total: 100 %

Date Syllabus Was Last Reviewed: Date: 07-01-2012