

**Zicklin School of Business
Baruch College
Department of Marketing**

**MKT 4420: International Marketing, Section XZ24A
Fall Semester 2007**

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COURSE OVERVIEW

This is an advanced course for students concentrating in international marketing, which will examine the processes and the means by which companies can successfully extend their marketing operations internationally and eventually globally. It aims to provide future managers with the frameworks, knowledge, and sensitivities to better formulate and effectively implement marketing plans in various countries and regions of the world. Specifically, this course will cover the added dimensions introduced into the marketing mix for companies operating beyond their national boundaries. This will include issues of extension versus adaptation of product lines, global versus local advertising, international pricing strategies, selecting and managing distribution channels in different regions of the world, and managing international brands and products.

At the end of this course, you should be able to:

1. Assess the potential for marketing products and services to other countries or regions in light of differences in their economic, social, cultural, and political environments.
2. Understand the considerations involved in developing a marketing strategy following global vs. local market segmentation, targeting, and positioning.
3. Develop global and local product, pricing, promotion, and distribution policies to take advantage of similarities and differences across markets.
4. Design and implement market entry strategy and make intelligent decisions regarding the organization of global marketing efforts.
5. Understand the mindset and skills necessary to become a global marketing manager.

REQUIRED TEXT

“Global Marketing,” 4th Edition, Warren J. Keegan and Mark C. Green, Upper Saddle River, NJ: Prentice Hall, ISBN: 0-13-146919-3.

Additional readings may be assigned from other sources, such as The New York Times, Harvard Business Review, The Economist, or The Wall Street Journal. Assigned newspaper articles can be printed out through the library website. I will show you how this is done at the beginning of the semester. Also, please feel free to bring to class other articles that you come across and find relevant to our discussions.

ASSIGNMENTS AND GRADING

Exams:

There will be three exams and a class project. The first exam will have 40 multiple-choice and true-false questions, each worth ½ point; the second exam will have 50 multiple-choice and true-false questions, each worth ½ point. The third exam will be 30 multiple-choice and true-false questions, each worth 1 point. Be sure to bring a #2 pencil to complete the Scantron sheet. See the attached course outline of this handout for the dates of each of the exams. I do not curve, but offer extra credit assignments if necessary. **Exams can only be re-scheduled with a written note (e.g., doctor's note) certifying your inability to take the exam on the scheduled date and time.**

Attendance:

Students are expected to attend class regularly and participate in class discussions. I consistently take attendance at the beginning of class; it is **your** responsibility to alert me after class of your presence if you arrive after I have taken attendance. Note that you will be counted absent if you are more than 20 minutes late. You are allowed 4 absences over the course of the semester. I will deduct **one point** from your final grade for every missed class session over the 4-absence limit. Please turn off cell phones before class and keep them turned off for the duration of the class. If your cell phone rings during class I will deduct **one point** from your final grade.

Readings:

Assigned book chapters and articles should be read before class. I reserve the right to give surprise quizzes if class participation is low or if you do not read the assigned chapters or articles before class.

Term Project:

The objective of the term project is to utilize the concepts, research skills, and analytical approaches discussed in class for conducting international marketing activities. The term project will be completed as a group and consists of developing a marketing plan for introducing a new U.S. product or service in one of the following markets:

Bangladesh, Botswana, Costa Rica, Egypt, Finland, Jordan, Kenya, Peru, Portugal, Romania, Thailand, United Arab Emirates, or Vietnam.

You can choose any country from this list, but no two groups may select the same country. The term project will be done in groups of no more than five students each. You can make up your own groups. Your group project grade is a large part of your final course grade, so I would advise you to choose your group members **carefully**. Students who happen to sit close to you may not necessarily be the best possible group members; make sure your schedules allow group work. Then, find a name for your group – be creative! Please see me if you are not a member of a group by **Tuesday, September 4th**, and I will assign you to one.

Term Project - continued:

You will submit the project in three stages to avoid last-minute all-night group sessions at the end of the semester. The specific due date for each section is listed on the course outline; each section is due at the beginning of class. I will return the first two sections to you (un-graded) with my feedback. You will then hand in the complete project on **Tuesday, December 4th**. You will lose 1 point for each day a section of your project is late. I have attached an outline for the project that lists the issues to be addressed in each section, as well as the weight (points) each section is worth. Each section should be around 10 pages in length, double-spaced, size 12 font. Please be thorough and concise; longer reports are not necessarily better reports. You may use appendices as long as they are integrated into the paper. A sample project from a previous semester will be posted in Blackboard.

Note that as a college student, you should be information-literate. It is not necessary to find out everything you possibly can about the country you have chosen; only include data and analyses that are relevant to your project. Do not simply state facts, but also think about and include why this fact is important to your project. For example, the fact that the average height of a country's population is 5'6 may be an interesting fact, but of little relevance to your marketing strategy for introducing an international marketing textbook there. **Provide cites and references for all your sources of information**. Lastly, think critically. Make sure that your proposed strategy and marketing mix are based on your environmental analyses. For example, introducing an international marketing textbook in a country that according to your analyses has a low literacy no formal higher education, low per-capita income, and high tariffs may be less than optimal.

Group Presentations:

During the last three sessions, each team will present its project. I would like each team member to present part of the project; team members who do not present will not receive any points for the presentation. We will adhere to strict time limits; depending on the number of groups, your presentation will be around **10 minutes**. I will assist you in obtaining any audio/visual equipment you require. Make sure that the day you present your project to the class is not the first time you present the project as a group. That is, rehearse prior to your presentation. Groups that do not rehearse tend to go over the time limit; I will cut you off when your time is up and your presentation grade will be based only on the material presented. Your presentation will be graded by your classmates (50%) and by me (50%).

Current Events Presentation:

This assignment is voluntary, but it is worth 1 point for students who complete it. The assignment consists of a short (~2 minute-) presentation of current news or events related to international marketing, although it does not have to be related to the topic to be discussed in class that day. There will at most be one current events presentation per class, and assignment will be done on a first-come-first-served basis. When you have decided to hold a current events presentation, you should e-mail me as soon as possible. You will be graded on content (e.g., relevance of the topic to international marketing) and delivery (e.g., eye contact, no excessive reading of notes).

Peer Evaluations:

At the end of the semester, you will evaluate yourself and the other team members according to your contribution to the project and presentation. A peer evaluation form is attached to this syllabus. Note that your individual term project grade is the average peer evaluation percentage you receive, times the number of points your group receives on the written project. Your individual presentation grade is the average peer evaluation percentage you receive, times the number of points your group receives on the presentation.

Grades:

Your final grade will be based on the following possible points:

Exam I:	20 points
Exam II:	25 points
Exam III:	30 points
Term Project - Written	20 points
Term Project - Presentation:	5 points
Current Events Presentation:	1 point

Total:	101 points

Grades will be assigned as follows, in accordance with College policy:

Grade: A	Points Equivalent:	93.0 – 100.0
A-		90.0 – 92.9
B+		87.1 – 89.9
B		83.0 – 87.0
B-		80.0 – 82.9
C+		77.1 – 79.9
C		73.0 – 77.0
C-		70.0 – 72.9
D+		67.1 – 69.9
D		60.0 – 67.0
F		below 60

Note that I do not curve up; that means you may miss a grade by .1 points. Every point counts!

Academic Dishonesty:

Academic dishonesty, such as cheating during exams or plagiarism, will be penalized to the fullest extent. See http://www.baruch.cuny.edu/academic/academic_honesty.html if you are unsure what actions constitute academic dishonesty, and how such actions may be punished. The following definitions are based on the College's Academic Honesty website:

Cheating is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:

- Copying from another student during an exam or allowing another to copy your work
- Unauthorized collaborating on a take home assignment or examination
- Using unauthorized notes or electronic devices during a closed book examination
- Taking an examination for another student
- Asking or allowing another student to take an examination for you
- Changing a corrected exam and returning it for more credit
- Submitting substantial portions of the same paper to two classes without consulting the second instructor
- Preparing answers or writing notes in a blue book (exam booklet) before an examination
- Allowing others to research and write assigned papers including the use of commercial term paper services

Plagiarism is the act of presenting another person's ideas, research or writing as your own:

- Copying another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another)
- Presenting another person's ideas in your own words without acknowledging them.
- Using information that is not considered common knowledge without citing the source.

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. In addition, I am required by College policy to submit a report of suspected academic dishonesty to the Dean of Students office. This report becomes part of your permanent file.

PRELIMINARY COURSE OUTLINE

#	Date	Topic	Chapter	Other
1	Tues. 8/28	Course Introduction	1	
2	Thurs. 8/30	Economic Environment	2	
3	Tues. 9/4	Global Trade Environment	3	Group Names & Members Due
4	Thurs. 9/6	Social / Cultural Environment	4	Project Ideas (Country & Product) Due
5	Tues. 9/11	Social / Cultural Environment Political/Legal/Regulatory Environment	5	
6	Thurs. 9/20	Political/Legal/Regulatory Environment	5	
7	Tues. 9/25	Global Marketing Research Review for Exam I	6	
8	Thurs. 9/27	Exam I	1 - 5	
9	Tues. 10/2	Review of Exam I Segmentation, Targeting & Positioning	7	
10	Thurs. 10/4	Segmentation, Targeting & Positioning	7	Project Section I Due
11	Tues. 10/9	Exporting, Importing & Sourcing	8	
12	Thurs. 10/11	Global Market Entry Strategies	9	
13	Tues. 10/16	Strategic Elements of Competitive Advantage	15	
14	Thurs. 10/18	Product & Brand Decisions Review for Exam II	10	
15	Tues. 10/23	Exam II	6 - 9 & 15	
16	Thurs. 10/25	Reading Day		
17	Tues. 10/30	Review of Exam II Product & Brand Decisions	10	Project Section II Due
18	Thurs. 11/1	Pricing Decisions	11	
19	Tues. 11/6	Pricing Decisions	11	
20	Thurs. 11/8	Global Marketing Channels & Distribution	12	

21	Tues. 11/13	Global Marketing Communications I	13	
22	Thurs. 11/15	Global Marketing Communications I	13	
23	Tues. 11/20	Global Marketing Communications II	14	
24	Tues. 11/27	Class Wrap-up Review for Exam III		
28	Thurs. 11/29	Exam III	10 – 14	
25	Tues. 12/4	Review of Exam III Team Presentations		Complete Project Due
26	Thurs. 12/6	Team Presentations		
27	Tues. 12/11	Team Presentations		Peer Evaluation Due

SAMPLE

ORGANIZING FRAMEWORK FOR DEVELOPING A MARKETING PLAN

Section I (due 10/4; worth 5 points)

1. Analyze Environments
 - a. Economic Environment, for example:
 - i. Population
 1. Size; growth rate; distribution by age, geography, gender
 - ii. Economic statistics and activity
 1. Economic system
 2. GDP; GDP/capita; GDP growth rate; purchasing power parity
 3. Unemployment rate
 4. Inflation rate
 5. Exchange rate
 - iii. Economic Trade Environment
 1. Trade balance
 2. Economic cooperation agreements
 - iv. Availability of distribution channels
 1. Airports; seaports; roads; railroads
 - v. Availability of media channels
 1. # of televisions, radios, computers per 1000 people
 2. # of newspapers, television & radio stations, internet providers
 - vi. Other
 - b. Social & Cultural Environment, for example:
 - i. History, Geography, Climate
 - ii. Religion
 - iii. Living conditions
 1. Household size
 2. Poverty level
 3. Life expectancy
 - iv. Level of individualism/collectivism
 - v. Language
 - vi. Literacy
 - vii. Other
 - c. Political, Legal, & Regulatory Environment, for example:
 - i. Political structure
 - ii. Political risk
 1. Bribery
 2. Corruption
 - iii. Legal system
 - iv. Patent & trademark protection
 - v. Regulatory agencies
 - vi. Other

ORGANIZING FRAMEWORK FOR DEVELOPING A MARKETING PLAN – CON'T

Section II (due 10/30; worth 7 points)

2. Analyze Market
 - a. Customers
 - i. Product use patterns
 - ii. Shopping habits
 - iii. Product feature preferences
 - b. Company
 - i. Brief history & size
 - ii. International experience
 - c. Competitors
 - i. Brand names, features, package
 - ii. Prices
 - iii. Promotion
 - iv. Distribution

3. Set Strategy
 - a. Market Entry
 - i. Select and justify entry strategy
 - ii. Advantages and disadvantages of chosen strategy
 - b. Segmentation
 - i. List possible ways of grouping consumers
 - c. Targeting
 - i. Evaluate segments identified in b.
 - ii. Select segment(s) to target
 - d. Positioning
 - i. Describe positioning used for target segment(s)

ORGANIZING FRAMEWORK FOR DEVELOPING A MARKETING PLAN – CON'T

Section III (due with complete project on 12/4; worth 8 points)

4. Formulate Action Plan
 - a. Marketing Objectives
 - i. Profit vs. market share
 - ii. Expected sales and penetration
 - b. Product
 - i. Core
 - ii. Package
 - iii. Support services
 - iv. Discussion of extension vs. adaptation
 1. Why?
 - c. Price
 - i. Level
 - ii. Skimming vs. penetration
 - iii. Discussion of extension vs. adaptation
 1. Why?
 - d. Promotion
 - i. Advertising
 1. Media mix
 2. Message
 3. Costs
 - ii. Sales promotion
 1. Types
 2. Costs
 - iii. Personal Selling
 - iv. Other promotional methods
 - v. Discussion of extension vs. adaptation
 1. Why?
 - e. Placement
 - i. Port selection for origin & destination
 - ii. Mode selection
 1. Advantages & disadvantages
 - iii. Channels of distribution
 1. Retailers
 - a. Type and number of stores
 2. Wholesalers
 - a. Type and number of stores
 - iv. Exclusive, selective, or extensive distribution
 - v. Discussion of extension vs. adaptation
 1. Why?
5. Organize & Monitor
 - a. Organizational structure: centralized vs. decentralized
 - b. Control methods

Peer Evaluation – Group Project

Every team member will evaluate himself or herself and all other team members. Include (but don't limit yourself to) the following factors:

1. Reliability (e.g., attends meetings, fulfills responsibilities, submits work on time)
2. Writing ability (both in communicating within the group and in the final project)
3. Negotiation (understands compromise and cooperates)
4. Research (compiles accurate and applicable data)
5. Listening (respects different views)
6. Innovation (develops original ideas that fulfill requirements)

The evaluation task is as follows:

You will evaluate yourself and each group member and assign between 60 and 100 percent to EACH (60 being the worst group member in terms of your evaluation criteria, and 100 being the best). If every member fully pulled his/her weight, feel free to assign 100 percent to each one. Don't forget to evaluate yourself, but don't put your name separately anywhere on this sheet (to maintain anonymity).

I will assign between 0 and 20 points to your project. Each group member will then receive that number of points, multiplied by the average peer evaluation percentage assigned to him/her by the team members. Same goes for the presentation, worth 5 points overall.

Group Name: _____

Group Member 1: _____
(name) percentage (60-100)

Group Member 2: _____
(name) percentage (60-100)

Group Member 3: _____
(name) percentage (60-100)

Group Member 4: _____
(name) percentage (60-100)

Group Member 5: _____
(name) percentage (60-100)