International Marketing Management – Spring 2018
MKT 9766
Instructor: Al Golzari

Time: T-R, 7:30 – 8:45 pm – First class on 1/30/18
Location: Vertical, 9-210
Office Hours: Before and after class. And by appointment as necessary.
Contact: 201-394-6922 (cell) ali.golzari@baruch.cuny.edu
Flipboard: Al Golzari's Flip Picks

This course provides an overview of international marketing, including understanding the global business environment, the impact of competition, and designing strategies which encompass the 4 p's.

This course will cover a wide variety of topics relating including:

- The growing importance of international marketing activities.
- Frameworks for developing a global marketing strategy.
- Country analysis and selection - building a global business portfolio.
- Profiling global risks - country, industry, & company.
- The impact of cultural diversity on international marketing strategy development.
- International market structure analysis.
- Market entry strategy, including alternative forms of market presence.
- International marketing mix strategy.
- Managing global strategic alliances.
- Integrating international marketing strategy with other functional strategies.

Outcomes: Upon completion of the course students should:

- Demonstrate knowledge of the specific challenges that businesses encounter in foreign markets.
- Have an appreciation for how the 4Ps of Marketing translate to international arenas.
- Become more familiar with the role of demographic, cultural, social, political, legal, economic, and technological differences on decisions relating to international business strategies.
- Demonstrate a good understanding of the role of multilateral organizations, and national governments as well as the non-governmental organizations (NGOs) in formulating policies and programs that guide international trade, investment and development.
- Learn how firms engaged in multiple markets are expected to adapt business strategies to balance the demands of profitability and corporate social responsibility.

- Demonstrate knowledge and application of analytical tools, principles and techniques of international business operations.
- Demonstrate good written and oral communication skills.
- Provide evidence of the ability to effectively lead and also work as a member of a team.

The course will develop the connections between these topics, in particular emphasizing the strategic dimensions of international marketing with relevant applications. Additional course materials will be distributed during class. Copies of Powerpoint presentations, articles for class discussion, links to international business websites, and some course documents can be found on CUNY's Blackboard site. *Please note – I will post the Powerpoint presentations as we tackle each chapter.

As a practitioner of marketing/product development and adjunct instructor, I tend to think in more spatial terms, not linear ones. I extend this thinking in the classroom and while we will go in a "step-by-step" fashion as we cover the fundamentals, we will never simply discuss a concept, test on it, and then move on. International Marketing is too rich of a discipline to do that and we will keep all of the important concepts "in the air" all semester and constantly draw on them. I will connect the dots for all of you and you will see how everything ties together.
Textbook:

1) Cateora, Philip R., Mary C. Gilly and John L. Graham. *International Marketing.* 17th edition (2016). (16th edition is ok too.)
2) Supplemental articles. These will be assigned and distributed as the course progresses.
3) Harvard Business School Cases.

MS PROGRAM LEARNING GOALS

The Learning Goals for the MS program are below with a description of how this course addresses each goal.

How This Course Relates to MSM Program and Course Learning Goals				
MSM Learning Goals	**Significant Part of Course**	**Moderate Part of Course**	**Minimal Part of Course**	**Not Part of Course**
Ethics	☐	☒	☐	☐
Communication	☒	☐	☐	☐
Consumer behavior theory	☒	☐	☐	☐
Marketing strategy and planning	☒	☐	☐	☐

1. Ethics - Understand ethical issues in marketing. *This course will address ethics in both the lectures and case studies.*
2. Communication - Students will be effective communicators. *Students will be asked to prepare written case summaries individually, as well as a group written project and presentation.*
3. Consumer Behavior Theory – Understand the psychology of consumer motivation, decision processes, and how sociological and cultural dimensions influence those processes. *Consumer behavior will be discussed and applied (in assignments) throughout the course.*
4. Marketing strategy and planning - Understand how to devise effective marketing strategy through market segmentation, branding, product decisions, pricing decisions, channel decisions, and marketing communication decisions. *Students will study this extensively, see examples in the case studies, and develop strategies in their group projects.*

Recommended Reading Our text is just the starting point to student learning; it has been chosen to permit the development of a foundational perspective on marketing management. All students are strongly encouraged to develop the habit of staying current on global business issues by reading the business press. The following publications are recommended and all available (to varying degrees) to students free through the Frank J Guarini Library.

Suggested Business Journals

Advertising Week; Advertising Age; Bloomberg Business Week; Business Asia Business China; Business Europe; Business Eastern Europe; Business Horizons Business International Business; Latin America Business Week

Academic Honesty

NOTE: ALL COURSE WORK MUST BE ORIGINAL AND WRITTEN IN YOUR OWN WORDS. YOU MAY QUOTE OTHER AUTHORS WHEN NECESSARY BUT THEY MUST BE APPROPRIATELY REFERENCED. ANY CASE OF CHEATING OR PLAGIARISM WILL RECEIVE A GRADE OF 0 (OR F) AND BE REFERRED TO THE COLLEGE FOR DISCIPLINARY ACTION.

Additional information and definitions can be found at
http://www.baruch.cuny.edu/academic/academic_honesty.html

Students with Disabilities

We have a process at Baruch to determine whether a student who identifies as disabled is eligible for reasonable accommodations in order to complete the student's academic program. We strive to ensure that no student with a disability is discriminated against and that none is denied participation in College programs and activities for lack of reasonable accommodations. Some people think that a disability has to be visible to be accommodated. This is not the case. There are many disabilities – diabetes, psychological illness, learning disabilities, AIDS, seizure disorders, arthritis, etc., which require accommodations. Examples of possible accommodations include additional testing time; adaptive equipment; and taping of classes.

If you feel that you may need a reasonable accommodation based on a disability, please contact the staff at the Office of Disability Services, Newman Vertical Campus, Room 2-271, or by phone at (646) 312-4590.

Students with disabilities may be eligible for a reasonable accommodation to enable them to participate fully in courses at Baruch. If you feel you may be in need of an accommodation, please contact the Office of Services for Students with Disabilities at (646) 312-4590.

Course Format

In-class sessions: will include lectures, debates, article presentations, case study discussion, (possible) occasional guest lecturers, and group project workshops.

On-line assignments/sessions: will be dedicated to QUESTIONS, CASES, textbook and article readings. YouTube videos and links to current articles may be posted to enhance your understanding the week's topic.

Course Grade

Your grade in this course will comprise of the following team-based and individual assignments:

1. Business Model Report and Presentation (Team) 20%

This assignment requires you to work on a team and will be a group project, with a 10-minute presentation on the last day of class. Additional details will be shared separately and discussed in class. The scope is as follows: You will select an existing company to audit. Some organizations attempt to expand their international operations by seeking foreign markets appropriate for existing products and services. Other enterprises assess foreign business environments in an attempt to meet needs in those markets.
Your team will conduct a preliminary assessment of geographic, economic, social-cultural, and political-legal factors that create global business opportunities in foreign markets. Also, you should consider how technology could create new foreign business opportunities by expanding possibilities for production, marketing, and distribution of goods and services.

You are welcome to use a more "visual/graphic type of report" – perhaps entirely made in PowerPoint or Keynote, and treat your project in the same manner you would treat a deck in a professional business setting. The report will be graded based on the quality of the research conducted and the depth of the analyses presented.

There will be a presentation element to the report, with a time limit of 10-minutes. You will present a brief summary of your entire project. A template will be provided.

The Report is due on the last day of class, by the start of class, electronically via Blackboard.

2. Case Studies (Individual) 20%

Weekly case studies are assigned for you to write answers to questions and submit it onto blackboard before the start of each class. There will be four (4) case studies due throughout the course. The case study topics are found at the bottom of this syllabus. The cases themselves are in your text and the actual assignment (meaning the questions) are all set up on Blackboard as weekly assignments. Please note that all written case studies are turned in electronically on Blackboard in the designated weekly assignment that I will create. All late submissions are penalized and can maximally obtain half of the original total score. ***I will only accept up to one class session late from the orig due date.** Otherwise, unfortunately there will be a zero resulting for that assignment.

3. In-Class Debates (Group) 20%

International marketing is often considered as one of the main drivers of organic growth - not only for individual organizations but also for entire nations (from a broader, international business discussion). Yet, global marketing is not some singular or even invariant dimension, and this course will provide you with an appreciation of the multifaceted and complex nature of this concept. One of the ways this appreciation will be underscored is by having us debate some key aspects of international marketing. You will be assigned to a team and be required to advocate a position either in favor of, or opposed to the topic assigned to your team. The topic will be shared with you separately, early in the semester.

In preparation for the debates, your team will be required to prepare a SHORT written report (just bullet points of your major points are fine) on the topic assigned to you, and distributed to the rest of the class – but do not distribute to the class prior to debate and do not provide the other team an opportunity to prepare their rebuttals in advance. Each team will be offered 10 minutes to present their arguments in support of their topic. This will be followed by 10 minutes where teams can challenge each other and rebut, followed by 5 minutes where the audience can challenge any of the teams!

Your written submission in support of your topic will be worth 50 percent and is due on the day your debate is scheduled; the balance of points will be set aside for my assessment of your presentation. The debate will be judged by the persuasiveness of the arguments presented in support of the topic, and the extent to which the team has attempted to advanced our understanding of the topic beyond our class discussions.

4. Class Participation (Individual and SOMETIMES with your GROUP) 20%

*I'm a big believer in class participation. This class will be primarily structured around a combination of lecture and discussion format and attendance is a prerequisite to participation. You will be graded on the extent to which you participate in these discussions and the quality of your insights and critical analysis that you are willing to share with the class. You are responsible for reading the assigned materials for class and analyzing the key issues and arguments presented in them. Place your arguments in the context of previous discussions, drawing links as you see fit. Your ability to articulate your analysis to the class in a cogent manner and to contribute insights beyond the mere obvious will primarily determine your participation grade. Your communication skills will be put to great use and will significantly impact your grade in this course.

5.Final Exam (Individual) 20%

There will be a final exam - take home. (There won't be a midterm). The exams will comprise essay-type and short-answer questions**.** The format and its content will be discussed at least one week prior to each exam.

Class Schedule (subject to amendments) ON FOLLOWING PAGE
***NOTE: We will be skipping the following chapters: 5, 8, 14**
ITEMS IN RED ARE GENERAL DUE DATES.
THE FINAL IN-CLASS PRESENTATIONS ON THE PROJECT WILL FOLLOW THE OFFICIAL FINAL EXAM SCHOOL SCHEDULE. AND THE FINAL EXAM ITSELF WILL BE A TAKE-HOME.

Date	Class	Topic	Readings/Assignments
1/30/18	1	Intro to Course - The Scope and Challenge of International Marketing	Intro, Review Syllabus, Start Chap 1
2/1/18	2	The Scope and Challenge of International Marketing (con't)	CHAP 1
2/6/18	3	The Dynamic Environment of International Trade	Chap 2
2/8/18	4	The Dynamic Environment of International Trade (con't)	CHAP 2
2/13/18	5	History and Geography: The Foundations of Culture	Chap 3
2/15/18	6	History and Geography: The Foundations of Culture (con't)	CHAP 3
2/22/18	7	Cultural Dynamics in Assessing Global Markets	Chap 4
2/27/18	8	Cultural Dynamics in Assessing Global Markets (con't)	CHAP 4
3/1/18	9	The Political Environment: A Critical Concern	CHAP 6
3/6/18	10	The Political Environment: A Critical Concern (con't)	CHAP 6
3/8/18	11	The International Legal Environment: Playing By The Rules	CHAP 7
3/13/18	12	Economic Development and the Americas	Chap 9
3/15/18	13	Europe, Africa, and the Middle East	CHAP 10
3/20/18	14	The Asia Pacific Region	CHAP 11
3/22/18	15	Global Marketing Management	Chap 12
3/27/18	16	Global Marketing Management (con't)	CHAP 12
3/29/18	17	Products and Services for Consumers	Chap 13
4/10/18	18	Products and Services for Consumers (con't)	CHAP 13

4/12/18	19	International Marketing Channels	Chap 15
4/17/18	20	International Marketing Channels (con't)	CHAP 15
4/19/18	21	Integrated Marketing Communications	Chap 16
4/24/18	22	Integrated Marketing Communications (con't)	CHAP 16
4/26/18	23	Personal Selling	CHAP 17
5/1/18	24	Personal Selling (con't)	CHAP 17
5/3/18	25	Pricing	CHAP 18
5/8/18	26	Pricing (con't)	Chap 18
5/10/18	27	Negotiating	CHAP 19
5/15/18	28	Negotiating	Chap 19 **COMPLETE PROJECT – ALL SECTIONS DUE DURING FINAL EXAM SCHEDULE – TO BE PUBLISHED BY COLLEGE.**