

International Marketing Spring 2018

52:630:371 - 3 credits

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Office Location: Business & Science Building 2nd Floor 214

Office Hours: Monday & Wednesday before class and by appointment.

Class Monday & Wednesday 3:45 PM - 5:05 PM BSB 132

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E-mail is the best way to reach me. You all have E-mail accounts available to you and you will need to use your account for this class. Please use your Rutgers account and have email forwarded to you if you use other providers, such as Gmail. You will be sent class notes, questions, and schedules via E-mail throughout the semester.

Note that during the week, from Monday until Friday, I will try reply to all e-mails within 24 hours. Please do not expect immediate response. (If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.) Although, I check my e-mails few times a day, I may not be able to completely answer all e-mails immediately upon receiving them. Note that I may also be travelling out of town on many weekends and may not be able respond to weekend e-mails until Monday.

Sakai: We will be using Sakai regularly throughout the semester. Assignments, quizzes certain classes and tests will all be distributed and collected on Sakai. Please let me know if you are unfamiliar or have trouble with Sakai during the first class.

Course Description/Objectives

Businesspersons have the responsibility to understand the complexities of global markets, but unfortunately many have only a surface appreciation for the subtle complexities which international markets can really present. The aim of this course is to provide a set of tools that are usable and practical in approaching market entry decisions and problems. You'll learn to experience an unfamiliar market setting, learn how to use online international databases, and present a group project on a topic of global interest.

Text: International Marketing 17th Edition

Philip R. Cateora, University of Colorado-Boulder

Mary C. Gilly, University of California-Irvine

John L. Graham, University of California-Irvine

This text has been chosen for its comprehensive information, presented in a readable, accurate fashion. Many international texts overemphasize summary statistics, cultural bloopers, and stereotypes, without presenting actual thinking and decision-making skills in cross-cultural settings. This widely-used text, by prominent authors, will outfit you with the ideas and vocabulary to analyze topics in International Marketing without creating an ethnocentric, US-dominant perspective. The text encourages you to think about cross-cultural markets in an informed, educated way.

International Marketing changes on a daily basis! Countries negotiate new agreements, currencies fail, and political events take place, and so forth, which all change the environment of international business. You will be given handouts throughout the semester that illustrate and document such changes. We will access current information on the Internet in each class. You should become an expert in current global issues and where to find them. However, since there is so much change, some of the terms and ideas in the text will be dated, with new names and terms already in use. Don't let this frustrate you.

Are you are Marketing major? Is your major something else? I'll assume that you recall topics from Principles of Marketing, but will be glad to help if needed. Please see me if you need some review on any Marketing concepts that are being used in this course.

Teaching Methodology

This course activities will include lectures, in-class case analyses and discussions, a group project, and three examinations. Attendance at all class meetings and student participation in class activities is expected. The material presented in the textbook provides the essential backbone of the course. Rather than spend our limited class time repeating textbook material, much of the class time will be devoted to activities that flesh out the material presented in the text. Given this approach, it is necessary that you complete the assigned reading before class. It is also the student's responsibility to be fully prepared for in-class case analyses and discussions, as assigned.

Classroom Policies/Expectations

Academic Integrity

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>.

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments

- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

If there are questions on how to comply, please contact me immediately.

Disability Services

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation:

<https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the Office of Disability Services web site at:

<https://ods.rutgers.edu/students/registration-form>.

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street, Camden, NJ 08102-1405

Web page: <http://learn.camden.rutgers.edu/disability-services>

Phone: 856.225.6442/ Fax: 856.225.6443

Exam Make-up Policy:

If, for a university approved reason, you cannot take an exam at the scheduled time you must submit to me a written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact me as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. I reserve the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Incompletes and Problems:

If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is TOO LATE to wait until the last week of classes to ask for help. Office hours are held throughout the ENTIRE semester for this purpose. "Incompletes" will only be given through prior consultation and under extreme circumstances.

Class attendance is required; scheduling makeups, getting assignments and/or copying class notes ARE YOUR RESPONSIBILITY. Films and in-class handouts are part of the course material, and are considered eligible for inclusion on class exams. Class attendance will be taken during the course of the class and is used in the grading process.

Please do not schedule any outside activities during our class period. The only excused class will be the class that you cannot physically attend due to an emergency. Missing too many classes even if excused will have a negative impact on your participation grade.

Class Participation

Success in business depends on being able to effectively communicate and persuade others to your viewpoint. Our class activities will provide many opportunities for you to demonstrate your marketing knowledge while honing your communication skills. It is essential that you participate in discussions and other in-class activities. Quality of commentary is more important than quantity.

Participation is not just coming to class but being involved in the class. This is your class and you should make it as interesting as possible. In terms of grading, it is assumed that everyone starts out in the middle (0). Negative participation (missing class, arriving late or leaving early, disruption, sleeping, ringing cell phones, reading, chatting, texting or using your laptop etc.) detracts from everyone's time; points will be deducted, rather than added for these types of behaviors. On the positive side asking and answering questions, taking part in class discussions and being prepared for class will add points to your grade. Thus the range of class participation grades is from -10 through +10. This can substantially affect your grade.

In The International News

In the International News will be focused on analyzing marketing activities that occurs around the world. You will select an item in a newspaper, magazine or online and be prepared to speak to the class about the item and generate discussion on how it relates to **an international marketing concept. All materials must be placed on the Sakai site in your drop box 24 hours before class starts.** Please do not just read the article you must be prepared to discuss the concepts in the article or other media and how it relates to marketing concepts. It important to choose articles that relate to the course and that have enough information to discuss. Missing either requirement will result in 0 points.

You will be assigned 3 opportunities to provide this information. If you present your information in class you will receive 3.3 points. Maximum 10 Points for the semester.

In the International News, assignments must be posted in Sakai 24 hours before class to get full credit. Assignments turned in late will not be accepted. You can only present at classes you are scheduled. We will use the beginning of class to discuss your information with the class. You will only get credit for one item per class.

Investigating Products in Unfamiliar Markets

This is the assignment attempts to give you an appreciation for ethnocentricity in product design. You also will learn what it feels like to be a "foreigner" in an unfamiliar market

Relevance and Skill-Building: A difficult and much-needed skill in International Marketing is the ability to discover and to think about consumers' and organizations' needs in different cultures, to interpret those needs into products, and to market those products in ways which are meaningful to their target markets. This investigation asks you to put yourself in the place of the foreign consumer, encountering your product for the first time.

Go to a shopping area that specializes in the native tastes of some ethnic group. There are numerous markets in Philadelphia and throughout New Jersey that specialize in the foods and products desired by various ethnic groups. Please see me if you need suggestions and/or directions.

1. Find/buy a product which you cannot identify; (Product cannot be produced in the USA; write down your first impressions of what you think the product is made of and what it is used for. (Bring it to class for discussion - don't spend too much!).
2. What cues are there on the product? If it is packaged, what information can you find? If it is not packaged, did the store signs give you any information? What information would you want as a consumer?
3. Describe what section of the store your product is placed in, i.e.: describe what products were near it. (If you cannot recognize these products, describe what they look like).
4. Attempt to interview store management or one of the retail clerks to find out what the product really is (you may not always be successful in this attempt!) If you fail to find out, please select another product whose identity can be explained to you.
5. After finding out what the product is, consider whether or not the product would be marketable in the United States. Be prepared to describe why or why not. Use course concepts!
 - A. What about the form of the product? Could it be changed to some other form for U.S. consumers?
 - B. How about instructions, warranties, "use by" dates, etc.?
 - C. Is the product related to some specific aspect of the country of origin that may not be applicable in the U.S.?
 - D. How are the brand names, colors, and pictures used in the original package? Are they related to familiar symbols in the home country? Will those same color choices be appropriate in the U.S.?

6. Be sure to include all this information in your report. You will be expected to speak for approximately five minutes on the product you have found. The class will need to apply international product knowledge to judge whether the product has potential for the U.S. market, and what adaptations, if any, would be needed.

7. Please include a picture of the product in your paper or a photo of the label.

Online Country assignments

Each student will be assigned a country during the first class. A set of assignments will be provided that will require you to use the web to research information about your country.

Final Country Project

You will be assigned a group and the group will select a country from one of the countries assign to a group member. Your group to present a Marketing Plan based on a US company planning on doing business in the country you selected.

Presentation

The bulk of the 15-minute period should be spent on your Marketing Plan. Remember, I am not looking for a "cookbook" presentation? There is not one right approach that is most acceptable. Instead, I am looking for clear logical, thoroughness, professionalism, and usefulness of the information. Use the course concepts and models we have used. Don't use irrelevant information. Practice and estimate your time accurately! You are required to make 10 key PowerPoint slides to support your presentation.

Paper

Before the presentation you will provide a copy of your PowerPoint presentation and a minimum 10 page explaining your Marketing Plan, a one-page explanation of the division of group roles and responsibilities and your Peer Ratings for members of your group.

WORKING WITH GROUPS IS NOT ALWAYS EASY

. . . so why do we do it?

Businesses today expect that you can work with others. Recent graduates return and verify that group work is an essential skill on the job. Recruiters tell us that group projects are a valuable screening that they use for potential job applicants. There are some suggestions that can help you with this. The group work experience is considered to be an important part of this course, as no matter where you end up, working with other people is likely to be an important part of your job.

1. Meet early. Identify each person's strengths and weaknesses. Be honest!
2. Assign work based on each person's strengths, weaknesses, and interests.
3. Get names, phone numbers, working schedules, etc. to facilitate your meeting times.
4. Remember, EVERYONE IS BUSY! Just because you are busy, doesn't mean that your absence won't affect the others.

5. Additionally, each group member is EQUALLY responsible for the case outcome. If your group is having problems, meet to develop ways to divide the work equitably and fairly. If you cannot come to a fair solution, I will assign equal workloads to each individual group member. Remember: many of you have different skills and different levels of learning. I will be glad to help you if you need some skill-building in meeting your group assignment. All persons in a group do not necessarily receive the same grade. Each team member must also complete and hand in a "Peer Rating" Form, in a sealed envelope. These are for my information, and will be kept confidential. They will be used in judging group effectiveness and individual member contribution.

Evaluation

Your final grade will be determined on the basis of these components. Each is described above.

Participation 10%

Online Country Assignments 10%

First Examination 15%

Second Examination 15%

In the International News 10%

Investigating Products 5%

Final Country Project 15%

Final Exam 20%

Total 100%

Assignments: Planned Schedule (dates and Chapters are approximate and subject to change)

First Class Wednesday January 17th

Class Introduction

Group Assignments, Country Assignment, News schedule

Week of January 22nd

Chapter 1- The Scope and Challenge of International Marketing

Chapter 2 — The Dynamic Environment of International Trade

Week of January 29th

Chapter 3 – History and Geography–The Foundations of Culture

Chapter 4 – Cultural Dynamics in Assessing Global Markets

Week of February 5th

Chapter 5 – Culture, Management Style, and Business Systems

Discussion of Country Report

Week of February 12th

Chapter 6 – The Political Environment: A Critical Concern

Chapter 7 – The International Legal Environment: Playing by the Rules

Week of February 19th

Mon 2/19 Chapter 8 – Developing a Global Vision through Marketing Research

Wed 2/21 Exam Chapters 1-7

Week of February 26th

Chapter 8 – Developing a Global Vision through Marketing Research (cont.)

Investigating Products in Unfamiliar Markets Presentation Discussion

Week of March 5th

Chapter 12 – Global Marketing Management: Planning and Organization

Week of March 19th

Chapter 13 – Products and Services for Consumers

Investigating Products in Unfamiliar Markets Presentation Discussion

Week of March 26th

Mon 3/26 Investigating Products in Unfamiliar Markets Presentation Due

Wed 3/28 Second Exam Chapters 8, 12-13

Week of April 2nd

Chapter 16 —Integrated Marketing Communications and International Advertising

Chapter 17 – Personal Selling and Sales Management

Week of April 9th

Chapter 15 – International Marketing Channels

Discussion of Country Report

Week of April 16th

Chapter 18 – Pricing for International Markets

Chapter 19 - Negotiating with International Customers, Partners, and Regulators

Week of April 23rd

Mon 4/23 Discussion of Country Report

Wed 4/25 Country Presentations

Week of April 30th

Mon 4/30 Country Presentations

May 9 Final Exam Wednesday 2:45pm-5:45pm