

International Marketing Fall 2022 IN CLASS

52:630:371 - 3 credits

Professor: Rory 'Cal' Maradonna.

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Office Phone: 856-225-6714

Office Location: School of Business Room 119

Office Hours: By appointment.

Class: Starts Wednesday September 7, 2022

Class room/times

Monday 3:45 PM - 5:05 PM BSB-116

Wednesday 3:45 PM - 5:05 PM BSB-116

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.

Canvas: We will be using Canvas for this course. Please let me know if you are unfamiliar or have trouble with Canvas before class starts.

Course Objectives:

- To develop an understanding of the issues involved in international marketing
- To develop an awareness of the need for international expertise
- To sensitize students to economic, political, legal, and competitive differences in the world.
- To sensitize students to cultural and sub-cultural differences in the world
- To address ethical issues in marketing across national borders.

Course Outcomes:

- Demonstrate an understanding of the complexity of the international marketing task and problems and opportunities facing marketers in an international environment
- Demonstrate a knowledge of diverse socio/cultural, political/legal, and economic environments and the effects of these environments
- Demonstrate an understanding of international marketing plans.

Course Materials

Text: INTERNATIONAL MARKETING (LOOSELEAF) | Edition: 18TH)

Philip R. Cateora, University of Colorado-Boulder

Mary C. Gilly, University of California-Irvine

John L. Graham, University of California-Irvine
ISBN: 9781260665536

Other: Lectures, readings, and other posted material will be available on the class Canvas site.

This course will use various periodicals and websites (Wall Street Journal, Financial Times, etc.) as a supplement.

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.

This year especially, with the world Pandemic our text book will have no mention of this global crises. We will do research to find world opinions on how International Marketing has been and will be affected.

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.

How to succeed in this course

The material presented in class provides the essential backbone of the course. You are expected to:

- Read all text material assigned for each class
- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor
- Consult/meet with the professor immediately when you need help.
- Ensure that you can access and use CANVAS appropriately.
- Participate in the assigned class discussions, whenever you can, to get maximum credit for class participation. These discussions are designed to be a collaborative learning experience for all involved.

- For the general class discussion, you are also strongly encouraged to share any relevant class related topics pertaining to current business environment. You may also benefit and assist other students via thoughtful interaction.

COMMUNICATION:

Canvas

Posted will be the syllabus, resources (articles and examples), Power point slides, announcements, guides, etc. To access this system, go to [Home - Canvas \(rutgers.edu\) \(Links to an external site.\)](#) log in, and click on the course on the dashboard.

Email - USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

Class Materials:

All class materials can be obtained via Canvas. Note that the PowerPoint class materials for a particular week will be posted after the material is covered in class.

Professor Communication:

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 a few times daily, 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.

GENERAL /ADMINISTRATIVE

Pronouns

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Chosen Name (Preferred Name).

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know. If you would like to have your name changed within the rosters officially, go to: <https://deanofstudents.camden.rutgers.edu/chosen-name-application> (Links to an external site.) (Links to an external site.)

Key Fall 2022 Dates:

Fall 2022 classes begin	Tuesday, September 6th
Last day to drop classes w/o "W"	Thursday, September 15th
Last day to add classes	Thursday, September 15th
Last day to withdraw with a "W"	Monday, November 21st
Change in designation of day class schedule)	Tuesday, November 22nd (observe Thursday class schedule)
Change in designation of day class schedule)	Wednesday, November 23rd (observe Friday class schedule)
Thanksgiving break 27th	Thursday, November 24th- Sunday, November 27th
Regular classes end	Wednesday, December 14th
Reading day	Thursday, December 15th
Final exam period 22 nd	Friday December 16th – Thursday, December 22 nd

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services> (Links to an external site.)

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/> (Links to an external site.)

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 (the student) 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 some-one 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 there-fore 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.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct> (Links to an external site.)

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities

COURSE POLICIES

Exam Make-up Policy/Late Policy

If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor 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 the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves 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.

Participation and Late Work

Lack of participation will be reflected in the final grade. All assignments must be submitted on time; late work will not be accepted.

Class attendance

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.

Grade Policies

A Highest grade (90% and above)

B+ Work of distinction (84.5% to 89.4%)

B Work of distinction (79.5% to 84.4%)

C+ Average work (74.5% to 79.4%)

C Average work (69.5% to 74.4%)

D Passing, but unsatisfactory (60% to 69.4%)

F Failure without credit (Below 60%)

Evaluation

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

Participation 10%

Assignments 15%

First Examination 15%

Second Examination 15%

In the International News 15%

Country Group Project 10%

Final Exam 20%

Total 100%

Class Participation 10%

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.

Online Country assignments 15%

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

In The International News ` 15%

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 posting 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 Canvas site for your assignment 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 is important to choose articles that relate to the course and that have enough information to discuss.

Please read these instructions very carefully. You will lose points from your grade if you don't follow the instructions exactly.

These materials must be Posted in Canvas 24 hours before the assignment is due.

- 1. Your Name, Your assigned country**
- 2. The link to the NEWS article. (No older than 45 days from date submitted)
Please test the link so you know that it works.**
- 3. One or two sentences explaining how the article applies to your country and International Marketing.**

Your News article must be news not an article about an observation or an opinion. No travel or tourist articles. Your article must be about news happening in your country that has an effect on International Marketing, not just domestic marketing.

In the International News will be focused on analyzing marketing activities that occurs currently in your country and how it relates to an international marketing activity in your Country. It is important to choose articles that relate to the course and that have enough information to present.

Uploads must be in Word or PDF only.

You will be assigned 3 opportunities to provide this information during the semester. Each submission can be worth 5 points. You can only submit assignments when scheduled. Points: 2 points if you can relate the article to a Marketing concept, 1 for timely news about your country. (no older than 45 days) 1 point for being a News article. Not a corporate press release. 1 point for meeting the minimums.

Final Country Project 10%

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 a maximum 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 paper 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.

Exam 1 & 2 15% each

Exams will cover specifically assigned readings as well as information covered in class. Students are responsible for assigned materials not covered in class. Exams will consist of multiple choice and short fill in the blank questions. Students are not allowed to use any notes, books, or other assistance during the exams.

In addition to these scheduled exams, there may be occasional “pop” quizzes, that will contribute to your Participation grade.

Final Exam 20%

Will be similar to Exam 1 & 2 but will include essay questions that will be cumulative.

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

Week 1 Wednesday, September 7th

Class Introduction

Group Assignments, Country Assignment, News schedule

Chapter 1- The Scope and Challenge of International Marketing

Week 2 Monday September 12th-Wednesday, September 14th

Chapter 1- The Scope and Challenge of International Marketing (Cont.)

Chapter 2 – The Dynamic Environment of International Trade

Week 3 Monday September 19th-Wednesday, September 21st

Chapter 3 – History and Geography–The Foundations of Culture

Week 4 Monday September 26th-Wednesday, September 28th

Chapter 4 – Cultural Dynamics in Assessing Global Markets

Week 5 Monday October 3rd - Wednesday, October 5th

Chapter 5 – Culture, Management Style, and Business Systems

Week 6 Monday October 10th

EXAM #1 Chapters 1 to 5

Week 6 Wednesday October 12th

Chapter 6 – The Political Environment: A Critical Concern

Week 7 Monday October 17th - Wednesday, October 19th

Chapter 6 – The Political Environment: A Critical Concern (cont.)

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

Week 8 Monday October 24th - Wednesday, October 26th

Chapter 8 – Developing a Global Vision through Marketing Research

Week 9 Monday October 31st - Wednesday, November 2nd

Chapter 12 – Global Marketing Management: Planning and Organization

Week 10 Monday November 7th

EXAM #2 Chapters 6-8 & 12

Week 10 Wednesday November 9th

Chapter 13 – Products and Services for Consumers

Week 11 Monday, November 14th - Wednesday November 16th

Chapter 13 – Products and Services for Consumers (cont.)

Chapter 16 – Integrated Marketing Communications and International Advertising

Week 12 Monday, November 21st

Chapter 17 – Personal Selling and Sales Management

Chapter 15 – International Marketing Channels

Thanksgiving Holiday

Week 13 Monday, November 28th - Wednesday November 30th

Chapter 15 – International Marketing Channels cont.

Week 14 Monday, December 5th - Wednesday December 7th

Chapter 18 – Pricing for International Markets

Week 15 Monday, December 12th - Wednesday December 14th

Final Exam Wednesday, December 21st 2:45pm - 5:45pm