



FLOR BUSN 3372 International Marketing

CAPA FLORENCE PROGRAM

Course Description

This International Marketing course will help you develop an understanding of the scope and challenges of marketing in the international context. The course examines how the global dimensions technology, research, capital investment and production impact marketing, distribution and communication networks. The breadth of this course will provide insights into the increasingly interdependent global economic and physical environment and its impact on international marketing. Globalisation has led to increasing interdependence. 'Connecting the dots' has thus become essential to the survival and success of businesses, even those not operating in the international arena. By examining these linkages, the students will gain an understanding of how companies develop strategic plans that are competitive to survive and succeed in these global markets. The unique localised content provided by the CAPA centres will present further regional insights into the key issues surrounding marketing from an international perspective.

Course Aims

The objective of the course is to provide students an understanding of international marketing as a managerial challenge. The emphasis is on international environmental analysis, international marketing strategies, and current international marketing issues and their implications. The students should be able to achieve an understanding of various problems encountered in gathering and analyzing information necessary in formulating international marketing strategies. At the end of the course, students will be able to define and discuss various international marketing terms, concepts and theories.

Requirements and Prerequisites

Students must have a business or marketing background and have taken a course in introductory marketing. The course emphasizes this academic area from a global perspective. Students with a high degree of motivation and desire to learn about the international and global aspects of business will benefit from this course.

Learning Outcomes

After taking this course, students should be able to:

- a. Understand the scope and challenges of international marketing
- b. Recognize the cultural environment of global markets, business and management approaches
- c. Develop an understanding of the political environment within which international marketing operates
- d. Gain perspectives to assess global market opportunities and threats
- e. Develop an analytical toolbox for international marketing analysis
- f. Gain an understanding of regional issues in global marketing – the Americas, Asia-Pacific & Europe, Africa & the Middle East
- g. Develop an understanding of global consumer and B2B marketing strategies

Class methodology

This class will be participative and will require students to contribute individually and as part of a team. The course content and delivery will create a framework where students reflect critically on the weekly discussion topics. The students will be expected to devote an hour per day keeping up with the current global issues in international business, politics and society. Expected reading sources should include The Economist, Financial Times and The New York Times. The teaching and learning methods will be a blend of the following:

- Lectures
- Reflections & observations
- Readings on current topics

- Class discussions and case studies
- Student presentations and research papers

Field Component(s): CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in the field activity(s) for this course is required. You will actively explore the Global City you are currently living in. Furthermore, you will have the chance to collect useful information that will be an invaluable resource for the essays/projects assigned in this course.

The assigned field component(s) are:

- **GNL Group Project: 30% (Class presentation and written report);**
- **Class Participation: 20%;**
- **Midterm Exam: 25%;**
- **Final Exam: 25%;**

Students must complete all required components for this course by the established deadlines. Failure to do so will result in a reduction of the course grade and may result in a grade of F for the course in question.

GNL Group Project

It is part of the globally networked learning (GNL) project CAPA Sydney, London and Florence. This project is intended to expose students studying the international marketing course to the opportunities in the international marketplace. Working with a team of other CAPA students at your local CAPA campus you will be paired with another team at another CAPA campus. The participating CAPA campuses are Sydney, London and Florence. Your team will be undertaking a Market Opportunity Analysis for a product/brand of your choice that can be sourced from the country that you are currently studying in. Using a structured Market Opportunity Analysis model you will be investigating whether your product/brand could be successfully marketed in the country in which your paired team is currently studying in (either Australia, the United Kingdom). In turn your paired team at the other CAPA campus will be doing the same. Both paired teams will be helping each other at various stages of the project. Such help includes providing a cultural briefing for them, presenting your preliminary analysis to them, getting feedback from them, and having the opportunity to ask them some key questions about the market and products in the country in which they are studying. At the end of the project you will prepare a Market Opportunity Analysis Assessment Report and you will present it in class by using a power point presentation. The Presentation should be limited to 10 slides and 12-13 minutes (max). There will be a Q&A session following the Presentation. The written report will be composed of 3,000 words (+/- 10%), excluding the cover page, Table of Contents, and Bibliography. Full academic referencing is required.

Class participation

The class participation assessment component includes preparation for the weekly classes and the quality (rather than quantity) of your participation. Class participation includes two levels. The first one is related to case studies and videos assigned for class discussion. You are required to work closely in preparing for class discussions. The second one includes student presentations. More specifically, one of this concerns the presentation that students will have to prepare on the chapters 9, 10 and 11 of the book; the presentation will be based on the use of power point and will take place on the seventh week.

The mid-term exam

It consists in a short questionnaire with opened questions on the topics related to the first 5 weeks of lessons. The topics include the scope and challenge of international marketing, the dynamic environment of international trade, history & geography of a country, cultural, political and legal environments. The mid-term exam will take place the sixth week of lesson.

The final exam

It consists in a questionnaire with opened questions on the topic faced from the sixth week of lesson to the end of the course. The topics include the development of a global vision through marketing research, global marketing management, products and services for consumers, international marketing channels, communication and price in international market. Questions will be also related to the case-study told by guest-speakers invited at lesson and to the Gucci Museum visit. The final exam will take on the thirteenth week.

Grade Breakdown and Assessment of Learning Outcomes

Assessment Task	Grade %	Learning Outcomes	Due Date
Individual class participation <ul style="list-style-type: none"> • Discussion of readings, cases study and videos) • Presentations 	20%	a), b), c), d), e), f),g)	Weekly
Mid-term exam	25%	a), b), c),	Week 6

• Short essay questions and open-ended question format			
GNL group project • Final Project = Power Point Presentation and Written Report	30%	a), b), c), d), e), f),g)	- Power Point Presentation: Week 10 - Written Report: week 12
Final exam • Short essay questions and opened-ended question format	25%	e, f, g, h	Week 13
Overall grade	100%		

Overall grade

Name	Range	
A	100	to 93%
A-	<93%	to 90%
B+	<90%	to 87%
B	<87%	to 83%
B-	<83%	to 80%
C+	<80%	to 77%
C	<77%	to 73%
C-	<73%	to 70%
D+	<70%	to 67%
D	<67%	to 60%
F	<60%	0

Course Materials

International Marketing, (2013, 16th edition), Cateora, Philip; Graham, John; Gilly, Mary, McGraw-Hill. ISBN: 007715956X. International Marketing by Cateora, Gilly, and Graham has been a pioneer in the field of international marketing. The authors continue to set the standard in this edition with new and expanded topics that reflect the swift changes of the competitive global market, as well as increased coverage of technology's impact on the international market arena. Now with over 100 new academic articles and their findings integrated into this 16th edition. Providing a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics, International Marketing helps students to see the cultural and environmental uniqueness of any nation or region. The 16th edition reflects all the important events and innovations to affect global business within recent years, while including several new and updated learning tools and teaching resources.

Weekly Course Schedule

WEEK 1	
Lesson 1	
Venue	Via Pandolfini 20, Classroom 4
In-class activity	<ul style="list-style-type: none"> • Course overview & review of assessment guidelines • Scope & Challenge of International Marketing • Dynamic Environment of International Trade • GNL Project: Introduction & Major Project Briefing
Readings	<u>CGG 1 & 2</u>

WEEK 2	
Lesson 2	
Venue	Via Pandolfini 20, Classroom 4

In-class activity	<p>How Cultural Differences affect Organisations</p> <ul style="list-style-type: none"> • Cultural Environment of Global Markets • History & Geography: The Foundations of Culture • Cultural Dynamics in Assessing Global Markets • Dynamics of Global Population Trends • <i>Case Study Discussion. Rebranding in China market: Ferrero, Ducati and Pirelli cases</i> • GNL Project: Culture Briefing
Readings	<u>CGG 3 & 4</u>

WEEK 4	
Lesson 3	
Venue	Via Pandolfini 20, Classroom 4
In-class activity	<p>The Political & International Legal Environment</p> <ul style="list-style-type: none"> • Culture, Management Style & Business Systems • The Political Environment: A Critical Concern • Political Risks of Global Business • The International Legal Environment: Playing by the Rules • Bases for Legal Systems & International Dispute Resolution • Protection of Intellectual Property Rights • Case Study and Video Discussion: Coke and Pepsi Learn to Compete in India • GNL Project: Send Culture Briefing
Readings	<u>CGG 5 & 6</u>

WEEK 5	
Lesson 4	
Venue	Via Pandolfini 20, Classroom 4
In-class activity	<p>Assessing Global Market Opportunities</p> <ul style="list-style-type: none"> • Developing a Global Vision through Marketing Research • Defining the Problem & Establishing Research Objectives • Issues with Primary & Secondary Data • Problems with Data Analysis & Interpretation • Case Study Discussion: The Not-So-Wonderful World of EuroDisney • GNL Project: Market & Product Briefing
Readings	<u>CGG 8</u>

WEEK 6	
Lesson 5	
Venue	Via Pandolfini 20, Classroom 8
In-class activity	<ul style="list-style-type: none"> • Mid-term exam • GNL Project: Send Market & Product Questions

WEEK 7	
Lesson 6	
Venue	Via Pandolfini 20, Classroom 8
In-class activity	<ul style="list-style-type: none"> • Regional Focus: Part 1 – the Americas • Regional Focus: Part 2 – Europe, Africa & the Middle East (EAME) • Regional Focus: Part 3 – Asia Pacific Region • GNL Project: Answer Market & Product Questions
Readings	CGG 9,10,11
Notes	Presentation of the individual work

WEEK 8	
Lesson 7	
Venue	Via Pandolfini 20, Classroom 8
In-class activity	Developing Global Marketing Strategies <ul style="list-style-type: none"> • Global Marketing Management • Planning for Global Markets • Alternative Market Entry Strategies • Products and Services for Global Customers • Products & Culture • Case Study Discussion: Continued Growth for Zara and Inditex • Video Clip Discussion: Disney Imagineering—Global Markets • GNL Project: Progress Report Presentation Briefing
Readings	<u>CGG 12</u>

WEEK 9	
Lesson 8	
Venue	Via Pandolfini 20, Classroom 4
In-class activity	<ul style="list-style-type: none"> • Products and Services for Global Customers • Products & Culture • Guest speaker: Monnalisa brand manager • GNL Project: Work on Presentations
Readings	<u>CGG 13</u>

WEEK 10	
Lesson 9	
Venue	Via Pandolfini 20, Classroom 4
In-class activity	International Marketing Channels <ul style="list-style-type: none"> • Channel-of-Distribution Structures • Alternative Middleman Choices • Cost Factors in Choice of Channels • Channel Management • The Internet as a Channel • Advertising Strategy & Goals • Media Planning & Message Management • Case Study Discussion: Iberia Airlines Builds a BATNA • Video Clip Discussion: Starbucks—Building Relationships with Coffee Growers • GNL Project: Project Presentations/Send Presentations
Readings	<u>CGG 14</u>

WEEK 11	
Lesson 10	
Meet	Via Pandolfini 20, Classroom 8
Venue	Via Pandolfini 20, Classroom 4
In-class activity	Integrated Marketing Communications and International Advertising <ul style="list-style-type: none"> • Sales Promotions • International Public Relations • International Advertising • Media Planning • International Control of Advertising

	<ul style="list-style-type: none"> • Case Study Discussion: Mary Kay in India • GNL Project: Presentation Group Feedback/Send Feedback
Readings	<u>CGG 16</u>

WEEK 12	
Lesson 11	
Venue	Via Pandolfini 20, Classroom 8
In-class activity	Pricing for International Marketing <ul style="list-style-type: none"> • Global Perspective • Pricing Policy • Approaches to International Pricing • Price Escalation • Sample Effects of Price Escalation • Countertrade • Price Quotations • Case Study Discussion: Sales Negotiations Abroad for MRIs • Guest speaker: Sammontana ore Frescobaldi guest speaker • GNL Project: Final Report due
Readings	<u>CGG 18</u>

WEEK 13	
Lesson 12	
Venue	Via Pandolfini 20, Classroom 8
In-class activity	<ul style="list-style-type: none"> • Final exam

WEEK 14	
Lesson 13	LESSON - make-up
Venue	Visit at Gucci Museum. Meet at 15.30 in Piazza della Signoria, 10 – Firenze (here is located the Museum)
In-class activity	

Student Responsibilities

Refer to the *Academic Handbook* for a complete outline of all academic policies. This page contains a summary only.

Attendance

CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and ultimately in a F for the course.

Unexcused absences

The instructor for the course may lower the student's participation grade based on the number of absences. For custom programs, some will follow our absence policy (like when CAPA sponsors visa) and some will not; see academic director for details.

Excused absences

Any student seeking to be excused from class on the ground of a verifiable illness (i.e. doctor's note) or a family emergency, must email the DAA (greverdito@capa.org) in advance of their class. The CAPA staff will then email the relevant Faculty member. Note that calling the CAPA Center (055-2466439) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. If a doctor's note is written to excuse a student from class, the student cannot use that time for personal travel. Please note: excused absences will NOT be granted

to accommodate visiting friends or family. Students absent due to extenuating circumstances that have been approved by the Director of Academic Affairs in advance of the missed class, including family emergency or verifiable health-related incapacity, remain responsible for meeting all class requirements. Faculty shall offer such students reasonable assistance in making up missed work (e.g. share handouts).

Class Participation

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Academic Integrity

The faculty expects from you, the student, a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

Use of electronic equipment in class

All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are **NOT** allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

Late Submission

Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behavior during Examinations

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action