



## **SHGH BUSN 3372 International Marketing**

Instructor: Tbd  
Email: Tbd  
Class times: Tbd  
Office hours: Tbd

### **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 of 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 localized content provided by the CAPA centres will present further regional insights into the key issues surrounding marketing from an international perspective.

### **Localized Context**

With its global presence, CAPA offers students the opportunity to enrich their academic experience by exposing and exploring the localized context of the CAPA city.

### **Academic Learning Outcomes**

After taking this course, students should be able to:

- Understand the scope and challenges of international marketing
- Recognise the cultural environment of global markets, business and management approaches

- Develop an understanding of the political environment within which international marketing operates
- Gain perspectives to assess global market opportunities and threats
- Develop an analytical toolbox for international marketing analysis
- Gain an understanding of regional issues in global marketing – the Americas, Asia-Pacific & Europe, Africa & the Middle East
- Develop an understanding of global consumer and B2B marketing strategies

### **DEVELOPMENT OUTCOMES**

Students will develop the following skills during this course:

- Problem analysis
- Develop understanding of the subject area within the global context
- Critical thinking
- Working independently and as part of a team
- Personal reflection
- Develop good reading habits

The academic approach of this course incorporates gaining an appreciation of four essential learning and development outcomes: globalisation, urban environment, social dynamics and diversity. Students taking this course will benefit from these rich perspectives.

### **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.

### **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 two research papers.

### **MyEducation/Field Study: out-of-class requirements**

Field trips will be determined based on current events.

### **ASSESSMENT AND GRADING**

Midterm research paper:	35%
Final Project and class presentation:	40%
Class participation & case study analytical comments:	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.

#### **Final Research Project & Class Presentation Guidelines: 40% weight**

Final Research Project submission deadline: week 12.

Class presentations: week 10. Provide an outline of your research paper, the theoretical background, data and findings of your case study and the conclusions. Please note that this presentation is a group effort and should be limited to 10 slides and 12-13 minutes (max). There will be a Q&A session following the presentation. The students will be given feedback on their presentations and will be expected to incorporate this feedback into their final research paper submissions.

The final project for this course will be an assessment of each student's cumulative learning across the semester. Application of the theoretical understanding developed in this course within the localized context is essential. You are required to identify a case study or a set of evidence from the geographic area of your CAPA Study Abroad Centre. The final project involved a collection of reflections corresponding to lessons throughout the term, a presentation, and a final analytical project paper. If applicable, you may wish to use your internship organisation as the subject of your final project. Apply the learning outcomes of this course in developing your research paper and provide a careful analysis. Depending on the class size, you will work in groups of 2 (or 3) students on this final project. The group sizes and composition will be determined by week 2. Guidance on all areas of assessment will be provided throughout the term. You are encouraged to discuss the direction and content of your projects with the lecturer after class or during his/her office hours.

#### **Mid-term Research Paper: 35% weight**

Mid-term research paper submission deadline: week 6.

This will be an individual assignment to be submitted prior to the mid-term break and will cover the week 1-6 class topics. The mid-term research paper questions will be assigned in Week 5, giving you one week for preparation. You are required to present an analytical commentary by applying the various readings for the course. The assessment of your mid-term paper will be based on your application of the theories, examples and content of the weekly seminars and class discussions as well as the course reading material.

#### **Class Participation & Case Study Analytical Comments: 25% weight**

The class participation assessment component includes preparation for the weekly classes and the quality (rather than quantity) of your participation. There will be case studies assigned for class

discussion each week. You are required to work closely with your final research project partners in preparing for these class discussions. It is important to cover the reading assignments in advance of the weekly class. This will allow us to focus selectively on the key material and raise the level of class discussion. You will be graded for this assessment component based on your level of preparedness and quality of class interventions.

Localized Context: The students are required to identify relevant research paper topics within the localized context. These research paper topics should be discussed with the lecturer in advance. Preparatory work would include developing good reading sources to gain a better understanding of the localized context.

### **Grading Criteria**

The final grade will therefore be the aggregate of the various assessments and be weighted as follows: Midterm research paper: 35%; Final research project paper & presentation: 40%; Class participation & case study analytical commentary: 25%. The overall grading matrix is shown below:

Descriptor	Alpha	GPA	Requirement
Excellent	A	4.0	Shows superior use and understanding of extensive literature beyond the textbook and notes
	A-	3.7	
Good	B+	3.3	Shows significant use and understanding of extensive literature beyond the textbook and notes
	B	3.0	
	B-	2.7	
Average	C+	2.3	Shows a clear understanding and some insight into the material in the textbook and notes, but not beyond
	C	2.0	
Below Average / Poor	C-	1.7	Fails to show a clear understanding or much insight into the material in the textbook and notes
	D+	1.3	
	D	0.7 -	
		1.0	
Fail	F	0	Shows little or no understanding of any of the material

### **REQUIRED TEXTBOOK AND RECOMMENDED READINGS**

International Marketing, (2013, 16<sup>th</sup> edition), Cateora, Philip; Graham, John; Gilly, Mary, McGraw-Hill. ISBN: 007715956X.

The book is available from McGraw-Hill for electronic download at a 20% student discount by using the link below:

[http://www.coursesmart.co.uk/IR/4905885/007715956x?\\_hdv=6.8](http://www.coursesmart.co.uk/IR/4905885/007715956x?_hdv=6.8)

*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.

**You are encouraged to bring in your laptops to class to make your class notes.**

It is fine to use previous editions or online versions of the textbook. You could obtain used copies of the book at substantial discounts through the online marketplace. The book is also available for electronic download through the publisher and will be placed in the CAPA library for reference purposes.

### **Course Schedule**

The framework below indicates class-based sessions at CAPA. The schedule may be revised as the term progresses to incorporate field trips and guest speakers.

Weekly class material slides, current relevant news articles & additional readings will be posted online. The students are expected to review these materials prior to the weekly session.

Weekly chapter references are from the required textbooks.

#### **Legend for assigned readings:**

**CGG: International Marketing – Cateora, Graham & Gilly.**

<b>Week</b>	<b>Topic</b>
1	Overview <ul style="list-style-type: none"> <li>➤ Course overview &amp; review of assessment guidelines</li> <li>➤ Research project requirements – localized context</li> <li>➤ Scope &amp; Challenge of International Marketing</li> <li>➤ Dynamic Environment of International Trade</li> <li>➤ Readings: CGG 1 &amp; 2</li> </ul>
2	How Cultural Differences affect Organisations <ul style="list-style-type: none"> <li>➤ Readings: CGG 3, 4 &amp; 5</li> <li>➤ Cultural Environment of Global Markets</li> <li>➤ History &amp; Geography: The Foundations of Culture</li> <li>➤ Cultural Dynamics in Assessing Global Markets</li> <li>➤ Dynamics of Global Population Trends</li> <li>➤ Case Study: Equities &amp; eBay – Culture Gets in the Way (class discussion)</li> <li>➤ Culture, Management Style &amp; Business Systems</li> </ul>

3	<p>The Political &amp; International Legal Environment</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 6 &amp; 7</li> <li>➤ The Political Environment: A Critical Concern</li> <li>➤ Political Risks of Global Business</li> <li>➤ Case Study: World Trade Goes Bananas (class discussion)</li> <li>➤ The International Legal Environment: Playing by the Rules</li> <li>➤ Bases for Legal Systems &amp; International Dispute Resolution</li> <li>➤ Protection of Intellectual Property Rights</li> </ul>
4	<p>Assessing Global Market Opportunities</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 4</li> <li>➤ Developing a Global Vision through Marketing Research</li> <li>➤ Defining the Problem &amp; Establishing Research Objectives</li> <li>➤ Issues with Primary &amp; Secondary Data</li> <li>➤ Problems with Data Analysis &amp; Interpretation</li> </ul>
5	<p>Regional Focus: Part 1 – the Americas</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 9</li> <li>➤ Economic Development and the Americas</li> <li>➤ Case Study: The World May Operate 24/7, But People Don't (class discussion)</li> <li>➤ Marketing &amp; Economic Development</li> <li>➤ Marketing in a Developing Country</li> <li>➤ Emerging Markets in the Americas</li> <li>➤ NAFTA, CAFTA, Mercosur, Latin American Economic Cooperation</li> </ul>
6	<p>Regional Focus: Part 2 – Europe, Africa &amp; the Middle East (EAME)</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 10</li> <li>➤ Case Study: Might Free Trade Bring Peace to the Middle East (class discussion)</li> <li>➤ Economic, Political, Geographic &amp; Cultural Factors</li> <li>➤ Patterns for Multinational Cooperation</li> <li>➤ Europe: European Integration, European Union, Eastern Europe &amp; Baltic States, The Commonwealth of Independent States</li> <li>➤ Africa: Middle East &amp; North Africa</li> <li>➤ Implications of Market Integration</li> </ul>
7	<p>Regional Focus: Part 3 – Asia Pacific Region</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 11</li> <li>➤ Case Study: Wal-Mart, Tide, and Three-Snake Wine (class discussion)</li> <li>➤ Dynamic Growth in the Asia-Pacific Region: Greater China, India, Japan, the Four 'Asian Tigers,' South-East Asia</li> <li>➤ Bottom-of-the-Pyramid Markets</li> <li>➤ Asia-Pacific Trade Associations: ASEAN, APEC</li> <li>➤ Focus on Diversity within China</li> </ul>
8	<p>Developing Global Marketing Strategies</p> <ul style="list-style-type: none"> <li>➤ Readings: CGG 12, 13 &amp; 14</li> <li>➤ Case Study (class discussion)</li> <li>➤ Global Marketing Management</li> <li>➤ Planning for Global Markets</li> <li>➤ Alternative Market Entry Strategies</li> <li>➤ Products and Services for Global Customers</li> <li>➤ Products &amp; Culture</li> <li>➤ Products &amp; Services for Business: the B2B Markets</li> </ul>

9	International Marketing Channels, Communications & Advertising <ul style="list-style-type: none"> <li>➤ Readings: CGG 15 &amp; 16</li> <li>➤ Case Study (class discussion)</li> <li>➤ Channel-of-Distribution Structures</li> <li>➤ Alternative Middleman Choices</li> <li>➤ Cost Factors in Choice of Channels</li> <li>➤ Channel Management</li> <li>➤ The Internet as a Channel</li> <li>➤ Advertising Strategy &amp; Goals</li> <li>➤ Media Planning &amp; Message Management</li> </ul>
10	Class Final Project Presentations <ul style="list-style-type: none"> <li>➤ Group presentation limited to 10 slides &amp; 12-13 minutes (max)</li> <li>➤ Q&amp;A session</li> <li>➤ Presentation Feedback and Research Paper Guidance</li> </ul>
11	Pricing for International Markets & International Negotiations <ul style="list-style-type: none"> <li>➤ Readings: CGG 18 &amp; 19</li> <li>➤ Case Study (class discussion)</li> <li>➤ Pricing Policy</li> <li>➤ Approaches to International Pricing</li> <li>➤ Leasing in International Markets</li> <li>➤ Foreign Commercial Payments</li> <li>➤ Dangers of Stereotypes</li> <li>➤ Pervasive Impact of Culture in International Negotiations</li> <li>➤ Creative Solutions in International Negotiations</li> </ul>
12	Research paper submission deadline & Review Session <ul style="list-style-type: none"> <li>➤ Course review – what have we learned?</li> <li>➤ Final examination review session</li> </ul>

## **ATTENDANCE, PARTICIPATION AND STUDENT RESPONSIBILITIES**

Please note that the regulations below are very strict for a specific reason, namely to respond to the expectations of your own colleges and universities. Therefore, please observe these rules; they are not complicated and simply require your attention to detail.

### **Class attendance and participation**

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.

If you need to miss class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Programs know at least one hour in advance of your class or meeting at the following e-mail: [excused.absence@capa.org](mailto:excused.absence@capa.org). Note that calling the CAPA Centre is accepted only if you do not have access to Internet. An e-mail is still required as quickly as you can get access to Internet again. You will need to provide evidence of the reason for your absence. If you miss any meetings without an excused absence by e-mail, your final grade will be dropped

accordingly. And when you must miss a class or field trip, you are responsible to speak your instructor and make up any missed assignments.

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 approach professors and fellow students with respect and tolerance; and to actively engage in debate, while avoiding derogatory or inflammatory comments on the cultures or attitudes of others in the class.

### **CAPA Program and Instructor Policies**

The faculty expects from you, the student, and 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 students demonstrate a high standard of individual honour in his or her scholastic work and class Behavior.

A high standard of individual honour means that you, the student, must attend all classes and never be late (unless with a valid reason). You must be respectful of the professor and of other students by not talking/whispering in class when others are talking or presenting. Persistent lateness or lack of attention in class, i.e. reading materials other than the work set, may result in a low or zero grade for participation, and possible referral to the Vice President of Academic Affairs. No electronic equipment will be used in class, including laptops, phones, iPods, iPads, cell phones, etc., unless you have express permission from the professor. If for any reason a student is obliged to work with electronic equipment, then permission must be obtained from CAPA's Academic Director prior to the class. The International Finance & Economics module may require you to bring in your laptop to class to take notes and access informative financial & economic websites.

Certain Behaviors disrupt class, such as a student arriving late, a phone ringing, or a student leaving in the middle of class. Lecturers have the authority to set policies for their classes regarding such disruptive Behavior. All students are expected to respect the learning environment and respect the lecturers' efforts to maintain it.

### **ACADEMIC INTEGRITY**

#### **Plagiarism and Cheating**

Plagiarism and cheating will be dealt with very seriously, and will be referred to the Vice President of Academic Affairs. Any work submitted by a student in this course for academic credit must be the student's own original work. If you present, as your own ideas, any material copied or extensively drawn from the work of others, then you are plagiarizing – unless you give full citations for your sources. Plagiarism is unacceptable. If it is found, then this will immediately lead to an "F" (Fail) grade for that particular assignment.

Of course, you may make full use of ideas, arguments and information obtained from books, journals, websites, etc., but you must make clear in a footnote whose work you are drawing from. This includes cases of paraphrasing where the idea or the thought of another writer is represented, though not directly quoted. Please note that a citation for paraphrasing is academically acceptable. It could say, for example, "This idea is borrowed from: Author's name, *Title*, Publisher/Website, (date you accessed the website), year of publication, page number."

In addition, copying our own assignment entirely or partially to submit to a second or third professor in another class is considered plagiarism by duplication. This is unacceptable. The same is when you copy your own work, that was written for another assignment or in another context (news-journal, website, blog, etc.), without citation. While this does not implicate the writing of others as you are copying your own work, it is misrepresentation in academic terms because the work handed in to the instructor in this class was not originally written for this specific class, but for another publication or platform. Students risk receiving an "F" (Fail) grade for all the assignments done in classes for which they have duplicated their own work. An exception can be given if the student has obtained the professor's agreement in advance and has correctly provided a reference (citation in text or as footnote or endnote) to his/her other assignment or earlier work. Students, like any author, are allowed to cite their own earlier work.

In cases of blatant and intentional misrepresentation, a student will receive a failing grade for the course and may face disciplinary action before the Vice President of Academic Affairs, which, in extreme cases may result in dismissal from the Program.

### **Helpful Resources and Tips on how to avoid Plagiarism**

1. You quote it, you note it! An interactive tutorial guide on how to avoid plagiarism and how to cite sources:

<http://library.acadiau.ca/tutorials/plagiarism/>

[http://www.plagiarism.org/learning\\_center/citation.html](http://www.plagiarism.org/learning_center/citation.html) - if you scroll down, you'll find links to all major styles and formats for citing and referencing.

2. How to cite and write a bibliography: Ask your instructor to tell you which citation format to use (the most common are APA, MLA and Chicago). The most important thing is to use one citation and referencing format consistently and accurately throughout your paper.

### **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.