

Course Information

Syllabus

MKTG 469 International Marketing

Course Introduction

Welcome to MKTG 469. This is a 3 credit hour course. You will spend at least 17 hours a week working on the course itself, however the time commitment may be more depending on your input, needs, and personal study habits. Students are required to log on to the course a minimum of 4 times a week, but as discussions develop, you will probably log on more often.

Course Description

Why global marketing? As we enter this year, the world continues to change rapidly, affecting every aspect of business practice – both international and domestic. Even if you are only 21-years-old, the world has changed completely in your lifetime! Since the 1980's, the Cold War ended, former West and East Germany became one country, the European Monetary Union was created and the euro currency was launched, the European Union absorbed former communist countries in Eastern Europe, Japanese influence waned, China and India opened up to world markets, the U.S. was attacked on 9-11, the Internet reached the masses and launched a global revolution, and the world economy experienced a massive boom and bust. Any one of these changes would have had a significant long-term impact on world business, but the combination of all of these occurrences within two short decades has overwhelmed many an experienced manager. But great change also creates great opportunity: thus, managers and entrepreneurs who are better able to make sense of these changes will gain a competitive advantage over their rivals. Going forward, we don't know exactly what will happen in the future except for one certain thing: more change!

Therefore, it is essential to gain a good basic understanding of the global business environment and how it affects the practice of marketing. This course will help integrate your knowledge of marketing management and international affairs, and develop skills in applying that knowledge to solving global marketing strategy problems. The more specific objectives of this course are to provide a method for analyzing world markets and their respective environments and consumers, and to equip you with the tools needed to develop marketing strategies for an ever-changing world market. We will accomplish this objective through presentations and discussion of key concepts, analyses of actual global marketing decisions, and an in-depth research project about the global marketing activities of a company of your choice.

Course Objectives

Upon completion of this course, you should have an increased understanding and appreciation of (1) key environmental and cultural differences across global markets, (2) how these factors impact marketing decisions and (3) how to assess, develop, and execute global marketing strategies. Overall, you will have a better understanding of the dynamics and complexity of global competition and be better prepared to meet challenges in the world marketplace, which includes domestic competition.

Finally, I hope you find global marketing to be as fascinating and exciting as I do! I encourage you to make the most of this opportunity by maximizing your investment of time and effort in this course.

Method of Instruction

My teaching philosophy is that learning is best done *actively*, by you. My role is to serve as your guide, sharing my global business experience and providing background to world issues and their impact on marketing. The learning that occurs, however, i.e., what you eventually take away from this course, will be a function of what *you* put into the course. My goal is to challenge you to learn as much as possible.

While the majority of graded components will be completed by the student, this course allows for and encourages collaborative learning. Active participation is expected, as well as sharing of thoughts and problem solving. The asynchronous online format provides flexibility as to when and where you study and interact with the materials, your classmates, and instructor.

Each week provides chapter readings and supplemental material that illustrate how the chapter concepts apply in real life. See the course calendar page to get a sense of the workload and pace for this class.

Course Expectations

Keep up with the assigned readings. Complex and important topics will be covered quickly, so it is essential that you begin reading the textbook chapters immediately and keep up with the assigned readings throughout the course. A lot of the background material in the first half of the book may be new to many of you and require extra careful reading and perhaps even re-reading of complex material. If you have more background in economics, finance, or market research, you may be able to absorb these early chapters more quickly. These early chapters are essential to set up the later chapters on global marketing strategy and to support your semester-long research project.

Keep up with current events. You are expected to follow relevant current news events and learn to view them through a global marketing lens, i.e., consider their implications for global marketing activities. We will regularly discuss major events and their impact on global marketing throughout the course. Good sources to review on a regular basis include the *Wall Street Journal*, *New York Times*, *Financial Times*, *Journal of Commerce*, *Economist*, *Fortune*, *Business Week*, *CNBC*, *Fox News*, *CNN*, *BBC*, and so on. Many of these are available free on the Internet or through the University of Illinois or community libraries and are updated continuously as news happens. Please feel free to share any interesting articles or news items with me and your classmates.

Be Honest. Collaboration is a key component of this course. However, there are certain assignments that are to be done independently, with no outside assistance. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Copying material from case solutions, teaching notes, or other sources on-line undermines your learning and is inappropriate from an ethical standpoint. Your ability to benefit from the learning exercise and my ability to accurately evaluate your performance depends upon your integrity at these times. The UIC academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about issues regarding plagiarism, paraphrasing, quoting, or collaboration, please consult with me.

Course Activities

There are the following graded course activities:

Discussions

Each week a class based discussion will be held based on a topic in the content. Each student should post an initial post by Thursday each week answering the question and giving examples. By Sunday at least two response posts are required by each student. The initial post is worth 20 points and each of two response posts are worth 10 points each for a total of 40 points per discussion. Please refer to the Grading Rubrics for additional information.

Team Global Marketing Project

The Team Global Marketing Project also counts toward 50% of your total grade. This team assignment is designed to enhance your understanding of global marketing concepts by applying them in analyzing the global marketing activities a company of your choice. This is your team's chance to shine by demonstrating what you've learned in the course and what you can do with it. The project consists of three main parts; (1) a detailed and comprehensive analysis of the marketing environment (e.g. the cultural, economic, political, and legal forces) faced by the company in a particular country or region, and (2) a thorough analysis of two areas of the marketing mix for the particular product/brand; and (3) conclusions and recommendations for action.

The team project is a long-term assignment that you will work on throughout the course with your team members. You will choose your teams during the first week of the course. To help you manage this process, there are a number of intermediate deadlines for various stages of the project (see course calendar). At the end of the course you will submit a written project report (12-13 pages, plus references and exhibits), and will give an online presentation to the class. Detailed information concerning the objectives, expectations, and guidelines for the project will be distributed separately throughout each week. You should begin **today** to think about a company and country you would like to study.

Required Textbook(s)

Title: Global Marketing Management
Author(s): Kotabe, M. and Helsen, K.
Publisher: John Wiley & Sons
Edition/Year: 5th edition/2010
ISBN-13: 978-0470381113

Ebook Available at CourseSmart: <http://www.coursesmart.com/global-marketing-management-5th-edition/kotabe-mike-masaaki-temple-university-helsen/dp/9780470381113>

Please make sure you purchase by ISBN number. Do not purchase International Editions as they do not contain the same information.

- *The Economist* (highly recommended; available at www.economist.com).
- Additional readings, videos and/or cases (details to be announced).

Course Structure

Course Introduction

- Welcome
- Icebreaker Activity

Weeks 1-2

- Chapter 1 – Globalization Imperative

Weeks 3-4

- Chapter 2 – Economic Environment
- Chapter 3 – Financial Environment
- Chapter 18 – Emerging Markets

Weeks 5-6

- Chapter 5 – Political and Legal Environment
- Chapter 6 – Global Marketing Research

Weeks 7-8

- Chapter 4 – Global Cultural Environment/Buying Behavior
- Chapter 19 – Global Marketing & the Internet

Weeks 9-10

- Chapter 9 – Market Entry Strategies
- Chapter 10 – Developing New Products
- Chapter 11 – Products and Services

Weeks 11-12

- Chapter 12 – Global Pricing
- Chapter 13 – Global Marketing Communications

Weeks 13-14

- Chapter 14 – Sales & Cross-Cultural Management
- Chapter 15 – Global Logistics & Distribution
- Chapter 16 – Export & Import Management

Weeks 15-16: Wrap Up

- Chapter 17 – Global Planning, Organization & Control

- Final paper and presentation
- Instructor and course evaluations

Course Assessment Grading Policy

Grades are determined on a **total point basis** (560 Points). Failure to meet deadlines results in a reduction of the assignment points.

The following is a breakdown of where points will originate. It is your responsibility to review your grades regularly. Concerns are to be discussed with the instructor **without delay**.

Assignments

Assignment	Total Points
Weekly Class-based Discussions (40 points X 7)	280
Team Global Marketing Project	
• Project Topic	10
• 1st Progress Report	20
• 2nd Progress Report	50
• Presentation (12 slides)	100
• Final Written Report (12-13 pages)	100
Total Points for Course	560

Grading Scale

Grade	Points	Percent
A	504-560	90-100%
B	448-503	80-89%
C	392-447	70-79%
D	336-391	60-69%
F	<335	<60%

ACCOMMODATION FOR STUDENTS WITH DISABILITIES

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD). . More information may also be found at the DRC Website located at http://www.uic.edu/depts/oaa/disability_resources/index.html. Students requesting accommodation must provide each instructor with a letter outlining the specific accommodations requested for a specific course. These letters are developed by the DRC in coordination with the student and presented to the instructor by the student prior to the start of each semester.

ACADEMIC INTEGRITY

This course and its associated coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold the CBA Student Code of Ethics:

<http://www.uic.edu/cba/Faculty/academicaffairs/honorcode.html>.

In keeping with CBA policy, ***evidence of academic dishonesty may result in a failing grade for the course and disciplinary review by the University.***

Academic dishonesty includes, but is not limited to, cheating (giving or receiving aid), fabrication/falsification, plagiarism (including not accurately referencing source material), bribes, favors or threats, examination by proxy (taking an exam for someone else), grade tampering and submitting non-original works authored by someone other than the student. Refer to the student handbook or Student Disciplinary Procedures (www.uic.edu/depts/sja) for definitions and details.

For a complete review of UIC policies regarding intellectual integrity and academic honesty, please visit: <http://www.uic.edu/depts/dos/studentconduct.html>

Most marketing managers have at least a bachelor's degree, often in marketing, advertising, or business management. Education preparing them for a global marketing career includes classes in marketing, market research, and international law. The ability to communicate in another language is especially important; therefore, a global marketing manager will want to cultivate a proficiency in a foreign language (such as Mandarin or Japanese) or learn some of several different languages.