

Seattle University
International Marketing – MKTG 456-01
Fall 2008

Instructor: Dr. Peter Raven, Associate Professor, Marketing Dept.

Class Meets: Tuesday/Thursday 1:30-3:35pm, Pigott 100

Contact Me: Office: Pigott 423 Hours: T/Th 3:45 pm, or by appointment
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Text (Required): Lascu, Dana-Nicoleta (2008), International Marketing, 3rd ed., Thomson/Atomic Dog.

Course Description: This course is an overview of modern international marketing and the management functions required to meet the demands of world markets in a dynamic and changing global environment. Using a framework developed in the course, you will analyze several international markets, using consumer and cultural dynamics, political economies, and operating environments. You will also learn to develop market entry strategies and tactics within the structure of a comprehensive marketing plan. We will also discuss a number of cases to help you understand the application of international marketing principles and concepts. In addition, you will write and present current international marketing topics, integrating theory with practice.

Class Web site: <http://angel.seattleu.edu> (your login and password are your SU e-mail address (before the @, e.g., pvraven is my login) and your unique password. We will use Angel extensively for communication and I will set up your teams to be able to use it for “private” team communications.

Evaluation: You are responsible for the text readings, cases, and any other material assigned. All written work done outside of class will be word-processed – 12 point font, double-spaced. Late work is not acceptable.

Exams: Two exams are required.

Case Analyses: One written case is required. All students are to be prepared to discuss each case for the class, but the students assigned to write a case will be responsible for leading discussion. The case write-up is to be 2-3 pages, not including appendices, and must be an in-depth and thorough analysis.

Case write-ups will follow the basic format below:

Situation Analysis: in which the pertinent facts are first identified;

Problem Statement: identifying the underlying problem;

Alternative Actions: discussion of strengths and weaknesses of alternative courses of action;

Decision: a well-justified decision is made for one of the alternatives;

Implementation: an action plan.

Evidence from the case and logical assumptions should persuasively support your decisions.

Current Topics: International business, especially marketing, is dynamic. Situations change frequently, so it is very important to keep up with current events that shape international business. You are responsible for reading current literature on international marketing topics and advising the class of interesting articles and developments. To encourage your outside reading, each student will select one article from a variety of current and credible sources, other than textbooks, that relate to the text and international marketing concepts being discussed. You will summarize the article in a 1-page paper, which is due at the beginning of class (no e-mailed papers). The paper must contain a correct citation to the article and a hard copy of the article must be attached to your paper. You *may* be asked to discuss the article during class.

For this assignment, both non-U.S. and U.S. resources should be consulted. An objective of this assignment is to expose you to a variety of sources of information and to help you evaluate information critically from different perspectives. The home country perspective (ethnocentric) is not the only one and may not be the appropriate perspective for a given situation. By limiting one's viewpoint to the traditional or common outlook, a deep understanding of the situation and opportunities for developing truly unique and innovative solutions may be missed. In addition, an ethnocentric perspective may lead a manager to ask the wrong questions. To effectively and successfully operate in today's competitive and challenging global marketplace requires managers to challenge their normal ways of thinking, of viewing problems, and of asking questions.

Term Project: This is a team project, not unlike one that would be assigned to a team in an exporting firm. The objective is to plan for the exporting of a local firm's product(s) to a *developing* country to which it does not now export. It will consist of two parts:

- a. ***Situation Analysis.*** The focus of this section is to provide a situation analysis to help the reader understand firm objectives and choice of country. This section should be between 5 and 10 pages, not including appendices. This is the research portion, so documentation is critical. This part will include:
 1. Company selection, including description, mission/objectives, and global strategies.
 2. Country selection, including attractiveness compared to alternative countries (use two or three other countries); evaluation, including demographic and cultural description; economic analysis (balance of payments, trade analyses, etc.).
 3. Executive Briefing – you will send the Marketing Executive (me) to the country for a first-hand visit, so this briefing will tell me how to get there and what to do when I arrive, including business contacts and site-seeing.

This part will require a substantial amount of research, utilizing a number of resources, including the Internet (but not exclusively). At a *minimum*, plan on citing, not just consulting, 15 resources. All references used must be correctly cited in the text and each citation must be properly referenced (see Angel for further information on references and citations).

- b. ***Marketing Plan.*** The strategic marketing objectives are the focus of this section, with detailed plans on how your team expects to realize these objectives. Coverage in this part will consist of target market selection, marketing tactics involving the marketing mix, financial evaluation, foreign country restrictions, and other factors appropriate

to the problem. The marketing mix must be explained and justified in detail. An **Executive Summary** is required.

This portion of the report is the most important and should be between 15 and 20 pages, not including appendices.

Both portions of the project will be presented in class, critiqued by the class, and evaluated by the instructor. The presentations will count 30% of the total points allocated and the written portions 70%.

Point Allocation:

EXERCISE	POINTS
Exams (2 @ 100 points each)	200
Written Case	50
Article	25
In-class exercises/Participation	50
Term Project:	
Peer Evaluations	75
Situation Analysis	100
Marketing Plan	300
TOTAL	800

SCHEDULE

(Subject to changes announced in class, on Angel, or by e-mail)

Date	Chapter	Chapters and Topics	Cases
25 Sept		Class Organization and Management – Overview	
30 Sept	1, 2	Scope, Concepts, Drivers and Overview of International Marketing	1-1, 2-1
2 Oct	3	International Trade	3-1
7 Oct	4	Regional Economic and Political Integration	4-1
9 Oct	5	Cultural Influences on International Marketing	5-1
14 Oct	6, 7	Marketing Research, Strategic Planning	6-1, 7-1
16 Oct		Situation Analysis – presentations and reports due	
21 Oct	8	Expansion Strategies and Entry Mode Selection	8-1
23 Oct	1-8	EXAM 1	
28 Oct	9	Products and Services: Branding	9-1
30 Oct	10	Product and Services: Strategies	10-1
4 Nov	11	International Distribution and Logistics	11-1
6 Nov	12	International Retailing	12-1
11 Nov		Veterans Day – no class	
13 Nov	13	International Promotional Mix & Advertising	13-1
18 Nov	14	Publicity, Public Relations, Sales Promotion	14-1
20 Nov	15	International Personal Selling	15-1
25 Nov	16/17	International Pricing Strategy / Organizing & Control	16-1, 17-1
27 Nov		Thanksgiving Recess – no class	
2 Dec		Marketing Plan Presentations	
4 Dec		Marketing Plan Presentations	
8 Dec		Final Exam – 2-3:50pm	