

# Seattle University

## MKTG 491/591 International Marketing

Summer 2005

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| <b>Instructor:</b> | Dr. Peter Raven, Associate Professor, Management Dept.                                      |  |
| <b>Contact Me:</b> | <u>Office:</u> Pigott 423<br><u>Phone:</u> (206) 296-5763                                   | <u>Hours:</u> by appointment<br><u>Email:</u> pvraven@seattleu.edu |
| <b>Web Site:</b>   | <a href="http://fac-staff.seattleu.edu/pvraven/">http://fac-staff.seattleu.edu/pvraven/</a> |  |

**Course Description:** This course is a portion of the study tour in Italy. Our objective is to develop a better and deeper understanding of global marketing issues by studying these issues both at academic and experiential levels. While the specific topics you will study and report on will be different, the business cultures and marketing practices of firms in Italy will help to integrate and supplement your research. Marketers can trace the origins of marketing, as we know it, to a divergence from economics in the early 1900s, but its true origins may be much earlier. Italy has long been a country of international merchants and early marketers.

**Teaching Method:** Student topics will be presented in a seminar format in which all students in the marketing class will participate. We will be integrating your research conducted prior to departure to Italy with business practices in Italy through discussion and by visiting several local businesses. In addition, we will also be able to absorb and understand more about the culture of Italy through our travels.

**Methodology:** Some of the methods of teaching and pedagogical issues students will encounter include:

International Savvy – Company visits, discussion, and examples will focus on international issues and international business decisions.

Critical and Analytical Reasoning – The analysis and discussion during and following organizational visits will sharpen the skills needed to organize information, define problems, and compare various alternatives. The international component will help emphasize the importance of looking at problems and solutions from different perspectives.

Values and Ethics – Conducting international business in a fair and ethical manner is particularly challenging, given the different cultural bases upon which values and mores are drawn. We will be exposed to and discuss the often-difficult choices presented to managers in international negotiations and operations.

Effective Communication Skills: A paper and a daily journal are required.

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| <b>Grading:</b> | Paper   | 50% |
|                 | Active participation in organizational visits and discussions | 35  |
|                 | Journal   | 15  |

**Readings:** Keep up to date with the *Financial Times*, *Wall Street Journal*, *The Economist*, or other news sources prior to our departure, especially as the news concerns Italy and/or your specific topic. Check the Web site for updates. Other readings may be suggested as we learn more about your projects.

**Seminar Paper:** This will be an integration of the study tour and an international marketing topic of interest to you. There are many ways to accomplish this task. For example, you might compare and contrast the International Marketing strategies of the firms in Italy with those in the US. Another approach would be to take a topic of interest to you, such as Internet Marketing or E-Commerce, and review the approaches, opportunities, problems, etc. from a US and an Italian (or other) perspective. You must have your topic approved by the instructor prior to beginning the paper.

Other suggestions:

- Ethics and International Marketing in Italy and/or the EU
- Culture and International Marketing (business customs, context, values and mores, negotiation styles, etc.)
- Regional Economic Integration (EU) and its effects on Marketing in Europe
- Market Research (sources, reliability, availability, etc.)
- Market Entry Strategies (exporting, licensing, franchising, subsidiary, FDI, etc.)
- Product Adaptation (standardization, localization, usage issues, etc.)
- Pricing Strategies (dumping, penetration, skimming, etc.)
- Countertrade (barter, etc.)
- Intellectual Property Rights in Italy and the EU
- Green Marketing in Italy and the EU
- Marketing the Roman Church: In the past and today
- The Chairs Triangle (Manzano / San Giovanni al Natisone / Corno di Rosazzo in the Udine region and its role in marketing chairs today
- Influence of Italy in global fashion marketing
- International marketing of Italian tourism
- Counterfeits and gray markets – influence on Italy's fashion houses
- Marketing Italian olive oil or [fill in the blank] to the US
- Italian designed automobiles and the importance of image and country of origin in international marketing
- What do Lamborghini and Gucci have in common?
- Marketing Italy on the Web, e.g., Weekend in Florence ([www.waf.it](http://www.waf.it))
- Marketing of Italian Wine to US
- Ancient and modern patterns of trade with Italy
- History of marketing in Italy
- *The Merchant of Prato* and other marketing histories as they apply today

This is a research paper, so you must check and use a number of sources besides the personal visits to the organizations. A minimum of ten outside resources is required. Check my Web site for instructions on citation and reference format. All information from other sources must be properly documented. The paper is due on August 8, 2005 at our final class session.

**Daily Journal:** You are required to maintain a daily journal beginning from the day of departure from Seattle and continuing to the day of return. The journal should emphasize what you learned from our visits to the various firms, agencies, and from travel and cultural experiences, as well as class periods. Leisure activities may be included if they have cultural significance, but the journal should primarily reflect the purpose of the study tour. Be reflective in your writings, you will be amazed at how much you learn.

**Resources:** Check the *Study Tours* Web site and my home page for pertinent Web resources. You should also be developing a list of your own resources, which I encourage you to share with me, so I can share them with the class.

### MKTG 591 Tentative Schedule

| <b>Date</b>            | <b>Time</b>        | <b>Location</b> |
|------------------------|--------------------|-----------------|
| <b>In Seattle:</b>     |                    |                 |
| Saturday, April 26     | 1100               | Pigott 204      |
| Tuesday, May 13        | 2020               | Pigott 416      |
| Tuesday, June 3        | 2020               | Pigott 416      |
| Wednesday, June 25     | 2030               | Pigott 416      |
| Wednesday, July 16     | 2030               | Pigott 416      |
| <b>In Sansepolcro:</b> |                    |                 |
| Thursday, September 11 |                    | TBA             |
| Friday, September 12   |                    | TBA             |
| Saturday, September 13 |                    | TBA             |
| Monday, September 15   |                    | TBA             |
| Tuesday, September 16  |                    | TBA             |
| Saturday, September 20 |                    | TBA             |
| Sunday, September 21   |                    | TBA             |
| Monday, September 22   |                    | TBA             |
| Tuesday, September 23  | Depart Sansepolcro |                 |