MKTG 491/591
International Marketing

Japan/Korea
Summer 2005

Instructor: Dr. Peter Raven, Associate Professor, Management Dept.
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Course Description: This course is a portion of the study tour in Japan and Korea. 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 Japan and Korea 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. Japan and Korea have long been countries of international merchants and early marketers.

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.

Fun – International Marketing is also fun because we learn to observe other cultures and analyze human consumption and other behaviors in a different context. To do this effectively, we may need to participate in some of these behaviors.

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 Japan and Korea 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 a Japanese/Korean (or other) perspective. You must have your topic approved by the instructor prior to beginning the paper.

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 discussions. 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.

Grading:

Paper	50%
Active participation in organizational visits and discussions	35
Journal	15