

# Seattle University

## MKTG 554-01 Topics in International Marketing

Fall Quarter 2008

<b>Instructor:</b>	Dr. Peter Raven	
<b>Class Meets:</b>	Thursdays, 6-8:40 p.m., Pigott 204	
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<b>Web Site:</b>	<a href="http://angel.seattleu.edu/">http://angel.seattleu.edu/</a> (Angel Courseware) <a href="http://classes.seattleu.edu/">http://classes.seattleu.edu/</a> (SU Classes Server) <a href="http://fac-staff.seattleu.edu/pvraven/">http://fac-staff.seattleu.edu/pvraven/</a> (Raven Homepage)	
<b>Text (Required):</b>	Lascu, Dana-Nicoleta (2008), <i>International Marketing</i> , 3rd ed., Thomson/Atomic Dog Publishing.	
	Case Packet – available at the SU Bookstore	

**Course Description:** This course is an overview of current international marketing topics and concepts. The intent is to explore a number of topics of special interest to you, as well as emerging issues facing global marketers. Rather than an exhaustive approach, it is intended that this course bring a number of topics to your attention, which you may wish to explore later in greater depth.

**Learning Objectives:** A primary learning objective is to sensitize you to the diversity of opportunities in international business. Different situations, ways of doing business, assumptions, customs, and cultures may be seen from more than one perspective. Rather than approaching these situations as problems to overcome and/or subdue, they may be looked upon as unique opportunities. The ethnocentric perspective (self-reference criteria) is usually not the only one, and may not be the best one to meet a firm and/or individual's objectives. In addition, part of the learning process is to put all the pieces together in a way that makes sense and meets objectives of the firm. This is accomplished in this class by integrating the different business and marketing issues by developing a marketing plan for a local company marketing to a developing country.

**Organization:** The course will be conducted in a modified seminar format. Lecture will be limited and class discussion emphasized, so class attendance and participation is essential. Class members will also lead class discussion on cases and topics selected from the attached list, or on subjects of special interest to them. The text assigned for this course contains relevant material, which will be used in initiating discussion. There may be guest speakers from time to time.

**Academic Honesty:** Two areas of academic misconduct are of particular concern – cheating and plagiarism. Both are addressed in the *Student Handbook* and violate the Academic Honesty Code.

Cheating is defined in this class as using others' work during a test. This includes copying from other students or allowing others to copy from you during tests and in-class assignments, as well as copying from text books, etc. Cheating also includes collaborating with others on projects, unless authorized by the professor to do so. Since we will be doing group work in this class, you may ask others to review your work and make suggestions for improving it, but they cannot write for you or assist substantially in your work. All individual assignments must be substantially different from those of your classmates or students who have previously taken this class. Team projects are different because of their collaborative nature - however, to be a good team member you need to also do individual work.

Plagiarism typically occurs outside the classroom. One formal definition follows, "Plagiarism is using others' ideas and words without clearly acknowledging the source of that information" (University of Indiana Website, <http://www.indiana.edu/~wts/wts/plagiarism.html>; accessed 8/08/07). Go to this Web site to learn how to avoid plagiarizing. One key strategy is to correctly cite others' work.

There are several ways to cite. Follow my instructions on ANGEL for the preferred methods in marketing. Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. You are encouraged to use published work in your projects, but appropriate credit is required.

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

Case Analyses:

- All cases at the end of each chapter are to be read and prepared for discussion.
- In addition, one written case is required. This case is to be no longer than three (3) pages of text, not including tables, figures, and supporting evidence, if any. Case write-ups will follow a basic format in which 1) you identify the pertinent facts; 2) you develop a problem statement; 3) you discuss strengths and weaknesses of alternative courses of action; 4) you make a decision, justifying **one (and only one)** of the alternatives; and 5) you describe a brief implementation plan. Evidence from the case and logical assumptions must persuasively support the decision. More information is available at the Web site.
  - Cases to be written can be found in the supplementary package of IVEY cases available at the SU bookstore.
  - Each student is to be prepared to discuss each of the IVEY cases in the packet when they are due, as well as the chapter cases.

Current Topics: You are encouraged to read current literature on international marketing topics and advise the class of interesting and relevant articles and developments. To encourage you to read in the area of international business, you are responsible for one integrating paper based on articles you have read and which relate to the topic of the day. A short (1-2 page) written report will be given to the instructor, along with a copy of the article. The written report is to be integrative, in which you critically analyze the article and relate it to the current topic. What I do

not want is simply a summary of the article. Explore it in some depth. Your reports will be put on the Web site for others to enjoy, so you must email me a copy of your paper before you present it (same day OK). A correct citation of the article must be included in the paper (see ANGEL for details of citations and references). You may be called upon to briefly discuss your article and integrating paper in class.

Research Paper: This is an individual research paper on an international marketing topic of particular interest to you. You may choose a topic from the list on the Web site, or a different topic, but please check with me first. The research paper should be no longer than 5 pages, not including references and appendices. Cite at least **10 references** from a variety of resources both domestic and international sources. Besides U.S. news sources such as *The Wall Street Journal*, *Business Week*, *Columbia Journal of World Business*, *Journal of International Business Studies*, and the like, a special effort should be made to review non-U.S. sources of information. Examples of these include, but should not be limited to, *The Asian Wall Street Journal*, *Financial Times*, *Europa World Yearbook*, *Canadian Trade Index*, *The Economist*, *International Economic Integration*, and sources of information specific to your country of interest. Use of the Internet and its large number of resources is encouraged, but you should supplement those resources with print sources. The purpose of this paper is for you to learn about a narrowly focused topic in some depth. You may be asked to give a short (5-10 minute) oral presentation of this paper to the class.

Discussion: Graduate students occupy a special position among university business students, as many of you are working in businesses and therefore have much to contribute to classroom learning. Please share your thoughts on the readings, as well as how what we are learning in the class is relevant, or not, to your work environment.

Individual Contributions: Because some of the assigned work is done in groups, your individual assessments will come from other group members, your instructor's observations, and the Marketing Plan presentations. I am aware of the dislike students have for evaluating each other. Please understand that this is a necessary part of the business world for individual growth and advancement, and thus is an appropriate part of a graduate class, as well. You will evaluate each other on your individual contributions to group activities and to the Marketing Plan. Each group member will be assessed on group meetings (being there and being on time), quantity of contributions to the group (verbal participation as in suggested ideas as well as written contributions to the cases and the Marketing Plan), quality of contributions to the group (sensible, logical, and useful ideas, written material that fits with the rest of the material and does not require a lot of rewriting), level of effort expended in researching materials needed for the case and Marketing Plan, and timeliness in submitting materials. No team likes a free-rider, so make sure you are not one – it could affect your grade!

Term Project: This is a team project to develop a global marketing plan for a **local** firm to market a product to a specific developing or emerging country (or other country, with instructor approval) with which the firm is not currently doing business. Teams may wish to develop a marketing plan for a team member's firm. Experience suggests that students have better results with consumer products than with services or industrial products. See ANGEL for more details.

The term project will be assessed by a written report and by a formal presentation to the class. The written report will count 70% and the oral presentation 30% of the project grade. Teams will also undergo a peer evaluation. This is an important team project, so I encourage you to use time during class for team meetings. Knowing that many of you work full-time, my objective is minimizing the time you spend outside of class for team meetings.

The objectives of this assignment are not only to expose you to different sources of information, but also to teach you to evaluate problems and situations from different perspectives, often using different assumptions from which you may be accustomed to using. The home-country (ethnocentric) perspective may not, and often is not, the only one, and may not be the most appropriate perspective for the situation. By limiting one's viewpoint to the traditional or customary, opportunities for truly unique and innovative problem solving may be missed. In addition, with the complexities of international and global business, sometimes the ethnocentric perspective may even lead to asking the wrong questions. Effectively and successfully operating in today's very competitive and challenging global marketplace requires managers to challenge their normal ways of thinking, of viewing problems, and of asking questions.

Score Keeping:

<b>Assignments</b>	<b>Points</b>
Written Case	100 (I)
Article Review	50 (I)
Research Paper	150 (I)
Term Project	350 (T)
Team Peer Review	50 (I)
In-class Exercises / Participation	100 (I)
<b>Total</b>	<b>800 points</b>

[I = Individual work; T = Team assignment]

## SCHEDULE and ASSIGNMENTS

(Tentative -- changes announced in class or on the Web)

Date	Chapters	Topics	Cases
<b>Sep 25</b>	Chapters 1-2	Introduction; Scope; Concepts; Drivers	1-1; 2-1
<b>Oct 2</b>	Chapters 3-4	Trade Barriers/ Economic Integration	3-1; 4-1
<b>Oct 9</b>	Chapters 5-6	Cultural Influences/Marketing Research <b>RESEARCH TOPIC DUE</b>	5-1; 6-1 Written Case: Medmira Laboratories: The U.S. OTC Decision
<b>Oct 16</b>	Chapters 7-8	Strategic Planning/Expansion Strategies <b>MARKETING PLAN TOPIC DUE</b>	7-1; 8-1 Written Case: “Hips Feel Good” – Dove’s Campaign for Real Beauty
<b>Oct 23</b>	Chapters 9-10	Products and Services	9-1; 10-1
<b>Oct 30</b>	Chapters 11-12	Distribution/Retailing <b>RESEARCH REPORT DUE</b>	11-1; 12-1
<b>Nov 6</b>	Chapters 13-14	Executive Speaker Series 5:30-6:40 Promotional Mix/Publicity	13-1; 14-1 Written Case: Brand in the Hand: Mobile Marketing at Adidas
<b>Nov 13</b>	Chapters 15-16	Personal Selling/Pricing	15-1; 16-1 Written Case: Eat2Eat.com
<b>Nov 20</b>	Chapter 17	Organizing and Controlling	Written Case: Medical Equipment Inc. of Saudi Arabia
<b>Nov 27</b>	<b>Thanksgiving Holiday</b>		
<b>Dec 4</b>	Presentations		
<b>Dec 11</b>	Presentations / Debriefing / Written Projects Due		