MKTG 594
International Marketing

China - 2008

Instructor: Dr. Peter Raven, Associate Professor, Marketing Dept.
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Course Description: This course is a part of the study tour to China. 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 we will visit in China will help you to integrate and supplement your research.

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, a presentation, 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 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 firms in China and the US. Another approach would be to take a topic of interest to you, such as Internet Marketing, Green Marketing, technology marketing and IP issues, etc. and review the approaches, opportunities, problems, etc. from a US and a China 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:

Reports:		50%
Pre-Departure	30	
Post tour update	20	
Team Presentation		10
Active participation in organizational visits and discussions		30
Journal		10