

International Marketing

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Course Description:

This course focuses on theory and practice of marketing across international borders with an emphasis on the development of appropriate marketing strategies applicable to foreign socioeconomic and cultural environments. Case studies are utilized.

Course Objectives:

Upon completion of the course, each student will be able to:

- Through analysis of the global marketing environment, describe international marketing concepts, discuss marketing principles, and increase business vocabulary.
- Classify global diversity and appraise the impact of historic, geographical, political, legal, economical, and cultural factors on business activities in different nations.
- Evaluate which products and services can be left standardized and which products and services may need to be accommodated based on cultural differences.
- Articulate an understanding of marketing theories and the importance of how to market successfully to a target customer outside of one's home country.
- Assess opportunities in the global market and differentiate consumer markets by reviewing segmentation, evolution, and behavior in foreign countries.
- Determine a marketing strategy for a company operating in a foreign country.
- Demonstrate increased writing, presentation, and team coordination skills.

The Text:

Connect Online Access for International Marketing, 17th ed., By Philip Cateora and John Graham and Mary Gilly: ISBN13: 9781259305696. This comes with access to the online text. You can get a spiral bound edition in addition for an extra fee, but you **MUST** have access to the Connect online courseware for this class.

Course Policies & Grading Criteria:

Students are expected to perform at the highest levels in all areas: clarity of writing, thoroughness of research, quality of presentation, timeliness and depth of analysis.

1. Attendance

Attendance contributes significantly to success in this program. In addition to impacting the learning process, irregular attendance also affects financial aid. Students must contact the course instructor when missing a class is necessary and make arrangements for the submission of missed assignments due to the absence. A lower course grade may be expected when one absence occurs. A course failure may be expected when two absences occur. Late arrival/early departure also will impact class attendance points.

2. Submitting Assignments

- a. Assignments will mainly be done in the Connect software, a few assignments may be handed in during class or emailed as attachments.
- b. All work will be graded and feedback given to the student within 3 days of their receipt.
- c. All written assignments must be prepared using a word processing software, double-spaced, and with name/page number/assignment name clearly indicated using APA Format. All papers and examinations are the property of Ohio Dominican University.

3. Late Assignments: Assignments are due on the day listed in the assignments pages. The first late assignment will be penalized 10% for each day late. Any subsequent late assignments will neither be accepted nor graded.

4. Sources of Data: Business analysis is, largely, an exercise in organizing and presenting relevant, reliable, current data (internal/external) in a persuasive, well organized way to support the writer's analysis and/or recommendations. Therefore, it is important that each assignment in this class include at least two current (not more than 2 years old) and reliable (i.e. not biased, from a respected business source, etc.) references. Wikipedia is NOT acceptable.

5. Grammar/Business Style: All written assignments are expected to be grammatically accurate, comprehensive and (when appropriate) include recommendations. You will lose a point for each minor grammatical error (e.g. spelling error, tense shift, etc.) and two points for each major grammatical error (e.g. sentence fragment, subject/verb agreement, etc.).

6. Plagiarism—using someone else's words or ideas and not attributing them to the original author—is the most serious of academic crimes. Students found guilty of plagiarism will receive a zero for that assignment; multiple offenses will result in failing the class.

Classroom Etiquette

Respect for the pursuit of truth requires that we behave in ways that contribute to the collegial spirit: punctuality, preparation, reading the assignments in time for their discussion, careful study, academic honesty, politeness in argumentation, the use of our best critical skills, and meeting deadlines. Since we believe that something special goes on in the classroom, we are also expected to pay attention to

what the instructor and our colleagues say, and refrain from distracting others. In this spirit laptops and other electronic tools are to be used only when there is a specific assignment that requires their use.

Quizzes:

Each student is required to complete a quiz in Connect Plus for each chapter covered in the course. Thus, quizzes will cover the following chapters: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14. Quizzes will be timed, randomized, and are to be done on an individual basis, with no help from other students.

- Each quiz is worth 10 points.
- Each quiz may include both objective questions (e.g. multiple choice; True/False, matching) and essay/mini-case questions. Questions will be based both on the textbook material.
- Make up quizzes are solely at the discretion of the instructor and granted only for the direst circumstances. Students who anticipate missing a quiz must notify the instructor before the day/time of the quiz. The make-up quiz must be completed prior to the next class.

Course Project:**A COUNTRY MARKETING REPORT NOTEBOOK**

In the project for this course, students will focus on one country. Through a series of assignments, they will develop an analysis of the country and its market. This project is to be completed as a team.

The Country Market Report is an in-depth analysis of the cultural and economic conditions of a country as a guide for international expansion. There is both a written and oral component to this assignment:

- A) Guidelines for the report include a length of 10 or more pages exclusive of references and double spaced in 12-point font. The report may have up to five exhibits. Each exhibit should clearly state its sources and be referred to in the text of the report. Also, the relevance of each exhibit and the conclusions to be drawn from it should also be clearly stated in the text of the report.
- B) A presentation of 15 to 20 minutes will be given in the last class by each student/each team. It will include (1) a BRIEF summary presentation that highlights the key marketing implications for doing business in this country, and (2) your team's choice of from 3 to 5 features that you found interesting in your study of the country and present this information to the class in a 15 to 20 minute team presentation. This presentation will be a part of the grade and in addition to providing a summary of the report should answer questions from the class (an additional 5 minutes [maximum] will be allowed for Q&A).

Project Overview:

The project starts with the selection of a country that will be the focus of a series of assignments. On the week prior to the first class session, students should select countries of interest that will be the subject of the project. During the meet and greet session the instructor will give teams the chance to select a country from the BRICs (Brazil, Russia, India, and China – for larger classes [only], Japan and Mexico will be additional choices available); we will cover the BRICs during the first class. Please communicate with one another during the break time in the first class to (1) form teams and (2) insure that no two teams have selected the same country.

Project by class:

Note: For all of the following presentations (aside from the final night) please limit your team's presentation to no more than 5-10 minutes. Papers turned in during class 3, 6, 10 and 13 will not be graded (points for the Country Notebook are awarded for the final report) but the instructor will give you feedback which you should take to heart and incorporate into your final Country Notebook.

Class One – Form Teams, Select Your Country

The students should have identified a country of interest that they would like to use for this project by the end of Class One. Be sure there are no duplications. The country selected should be one of some specific interest to the team. Advise the instructor in writing by the end of the first break both of all the names of your team, and which nation you will be working on.

Class Three - 1st Presentation

Each team should prepare a written profile of the country that will be presented for approval by the instructor. This profile should include some of the basic facts about the country such as its location using a map, the capital and two of the largest cities, the flag of the country, and some of the demographics about the country, such as population, growth rate, and age or distribution of the population.

The teams will share this information with the class as a PowerPoint (5-10 minutes).

Class Six - 2nd Presentation

In this Week, the students will follow up with more information on the same country. Using the country that you had approved for the course project, prepare a written report with information on the country's geography and history. The report should include a look at the country's:

1. climate and topography
2. geographic significance
3. cultural origins
4. historical Chronology
5. significance of historical Events

Beyond just reporting the facts which students identify as significant, the assignment is to analyze the facts in term of likely marketing implications of such information. The report should also contain some of the current basic living conditions such as diet, typical housing, and clothing mores. The report might also report on recreation, education, and health care to give a more complete picture of what it would be like to live in this country.

Prepare and deliver a brief PowerPoint summary of this same information to the class (5-10 minutes).

Class Ten - 3rd Presentation

This session's written report and the PowerPoint presentation will focus on how culture shapes the

business practices in the country being studied. Students will prepare a two-page essay on "What it is like to do business in..." This essay should examine general customs and business practices, such as working hours and holidays or perhaps what the practice is for entertaining clients or giving gifts. Depending upon the country's culture, how are appointments made? The paper should include the general protocol within the country such as the use of titles, gestures, and what would be appropriate dress for business. Are there styles of thought or general beliefs that could explain certain business behaviors? Are there religious or social influences that come to bear on business? Discuss any social institutions or elements of the education system that have a bearing on the business practices in the country. Any cultural tips that could be useful would be appropriate.

Prepare and deliver a brief PowerPoint summary of this same information to the class (5-10 minutes).

Class Thirteen - 4th Presentation

The written report and the PowerPoint presentation for this Week focuses on the political and legal climate of a country. Students will prepare two or more pages assessing the risk of doing business in the country of study. Does the country have large tariffs, embargos, or other import taxes? How does the country assure the protection of intellectual property rights? What is the foreign investment climate? Politically, who are the leaders of the country or the parties in the political process? What political influences are there on business? Is a passport or visa required for travel from the United States? This report should also assess the stability of the government. Additionally, there should be mention of the legal system, looking at the organization of the judiciary system and the type of law that is practiced such as code, common, Socialist, or Islamic Law. To that effect, does religion have a role in the political system of the country?

A potential resource could be is www.politicalresources.net. This site provides a listing of political sites available on the Internet sorted by country, with links to Parties, Organizations, Governments, Media and more from all around the world.

Prepare and deliver a PowerPoint summary of this same information to the class.

Class Fifteen – Written Country Report and Final Presentation

Hand in your written country report. The written portion of the team's Country paper must be turned in to the instructor at the start of class. Note: your country report will consist of corrected/edited material from your earlier team papers, with the addition of material covering the business climate within the country. Information about the country's economic activity should be reported (such as GDP and how it is growing). Comparative data on trade and debt can give insight into the economic environment. The report should include the country's five largest businesses and a successful product that originates within that country. Finally, identify a firm from South Korea that operates within the country that you are studying.

- Identify and discuss the marketing strategies employed by the firm in the respective country.
- Evaluate the appropriateness of those strategies based on cultural, social, and ethical considerations.
- Based on your research, provide recommended changes and/or improvements in the marketing

strategies or develop new marketing strategies. Note: you MUST include this analysis of the South Korea firm as a part of your final paper.

Here are guidelines for the final oral presentation of your country:

- For your presentation, give a summary (only) that highlights the key marketing implications for doing business in this country. Choose from 3 to 5 features that you found interesting in your study of the country and present this information to the class in a 15 to 20 minute team presentation.
- Rehearse your presentation before class.
 Make sure you have a strong introduction, body, and conclusion.
 Use visual aids to summarize and stimulate interest. Options include a product sample or prototype, PowerPoint presentation, overhead transparencies, flip chart, poster, or printed handouts.
- Anticipate questions and engage your audience.

Grading:

Assignment	Type	Points	Total Value
Chapter Quizzes	Individual	10 points each x 14 chapters	140
Interim Country PowerPoint Presentations (class 3, 6, 8, 12 and 14)	Individual	10 points x 10 Activities	100
Interim Country PowerPoint Presentations (class 3, 6, 10 and 13)	Team	10 points x 4 presentations	40
Country Notebook: Report = 100 points; Presentation=50 points	Team	120 points	120
		Total	400

Assignments Overview (tentative):

Class	Chapter	Assignments	Quiz Points	Activity Points	Country Report Points	Total Points
1	1	Quiz, Activity	10	10		20
2	2	Quiz, Activity	10	10		20
3	3	Quiz, Country Presentation 1	10		10	20
4	4	Quiz, Activity	10	10		20
5	5	Quiz, Activity	10	10		20
6	6	Quiz, Country Presentation 2	10		10	20
7	7	Quiz, Activity	10	10		20
8	8	Quiz, Activity	10	10		20
9	9	Quiz, Activity	10	10		20
10	10	Quiz, Country Presentation 3	10		10	20
11	11	Quiz, Activity	10	10		20
12	12	Quiz, Activity	10	10		20
13	13	Quiz, Country Presentation 4	10		10	20
14	14	Quiz, Activity	10	10		20
15		Presentation, Written Country Report			120	120
			140	100	160	400