

MKTG 4866-01
INTERNATIONAL MARKETING
MW 9:30am – 10:45am – Adamson 117

Instructor: Dr. Blaise J. Bergiel

Office Hours: MW: 7:30-8:00am; 10:40-12:30pm; 1:45-3:00pm; Tue: 7:30-10:30
Other times by appointment

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Text

Cateora, Philip.R., Mary C. Gilly, and John L. Graham. International Marketing, Sixteenth Edition, McGraw Hill-Irwin 2013.

PREREQUISITES

MKTG 3803/MGNT 3600 is the only prerequisite for this course. Any deviation from this rule must have written approval of the Department Chairman. A student who has not successfully completed the prerequisite is subject to removal from the course at any time during the quarter.

COURSE OBJECTIVES

Upon successfully completing this course, the student should:

- 1) Have a broad based knowledge of the economic, business and trade environment in different countries/areas of the world as well as how they are linked (LG 4, 5*).
 - 2) Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing (LG 1, 6*).
 - 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations (LG 4, 5, 6*).
 - 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans (LG 5, 6*).
- (* Learning Goals)

COURSE ORIENTATION

We will use a variety of learning methods to study the interrelationship between theory and practice as applied to International Marketing. Often the importance of the concepts that will be discussed in this course become more evident when discussed in light of real world examples. We will use a combination of assignments, case analysis, individual and team exercises, videos or presentations to help facilitate the learning process. I will lecture on occasion where the topic is amenable to that approach. However, I have found that an interactive approach works best. This means that **every student must be prepared to participate every class period.**

While I encourage voluntary participation, I will call on individuals who are reluctant to participate for whatever reason. Failing to be prepared for class, can, therefore, not only be unproductive and damaging to your participation grade, but also embarrassing. Please help me keep this from occurring by always being prepared and making a meaningful contribution to our class experience.

EVALUATION

Exams: There will be three exams, two mid-terms and a final. Questions will be some combination of multiple choice and discussion. The exams will cover material from the textbook, cases, videos, and class lectures. There will be no make-up exams unless unusual circumstances are present.

Term Papers & Presentations: Students will be required to write and present a (group) term paper during the course of the semester. This project will basically focus on a selected country (**each team must have a different country**) and will consist of **two sections**, the first section (**due November 9**) will include information about the country (e.g., social and cultural environment, political environment, international trade laws, regulations, and objectives, major trade partners, and composition of major imports and exports), and the second section (**due November 30**) will include information about the marketing operations of a specific U.S. based firm in that country (**only two teams can use the same U.S. company**). An outline is attached. **Team presentations will be timed (1st presentation 13 minutes; 2nd presentation 15 minutes) if the team goes over or under the time points will be deducted. The individual grade for each section of the project will include: paper score + presentation score + evaluations + instructors evaluation of the individuals presentation (Team members may not end up with the same project score).**

Team Member Evaluations: Each team member will be required to turn in a team member evaluation after each stage of the project. Evaluation score sheets will be provided on course den. The evaluations are confidential and will be presented to the instructor (in a sealed envelope) at the beginning of each presentation.

Team Contracts: Due September 19: Team contract guidelines are posted in courseden and will be discussed in class

Quizzes: There will be several unannounced quizzes during the course of the quarter covering material discussed in class at that time. Grades on these will be used as bonus points on the exams.

Exam and Assignment Due Date Policies:

Make-up exams will not be given except under highly extenuating, nonacademic circumstances and with prior approval by the instructor. In the rare situation of a student who cannot take an exam at the time scheduled, a makeup exam* will be arranged only if two conditions are met:

- (1) there is an emergency which the student discusses with me before missing the exam and
- (2) documentation of the emergency situation is provided the day return to class. **These same two conditions must be met for any late assignments to be accepted.** Students not abiding by these policies will receive a zero.

***Make-up exam: a comprehensive exam given during finals week.**

GRADING

Exams – 100pts x 3 = 300

Team Project =

1st part 40pts

2nd part 60pts

A = 360pts or higher

B = 320pts – 359pts

C = 280pts – 319pts

D = 240pts – 279pts

F = below 240pts

Total 400pts

COURSE CONDUCT

Attendance / Class Participation: Regular attendance and class participation are an important part of facilitating the learning process for you and your classmates. Class roll will be taken each day. You are allowed a maximum of four

absences (excused and unexcused). **If you have 5 or more absences your final grade will be lowered by 1 letter grade. Any documentation for absences must be provided to me the next class you attend after the absence.**

Courtesy: Please come to class on time and do not leave while class is in session; late arrivals/early departures disturb everyone. Please do not talk to your neighbors during class or use your cell phones.

Any of these activities is rude behavior and disturbs not only the instructor, but also your classmates.

Points may be deducted from your overall grade and/or you may be asked to leave the class if you engage in any of these activities.

Being on time: Class starts at 9:30am, which means that you need to be in your seat by **9:30am**. For security reasons the doors will be locked at **9:30am** (don't worry you can get out but no one can enter from the outside). **Do Not Come To Class Late**

No food in the class room during class time

Student Rights and Responsibilities: Please carefully review the information at the following link, pertaining to your rights and responsibilities in this class.

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Notes:

All class communications with me must be through your MyUWG account to (bbergiel@westga.edu) [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. It is your responsibility to stay informed of any changes that are made.

The PowerPoint Slides are provided as an aid not a substitute for the text or class attendance. Please be aware that the PowerPoint Slides online will not cover all of the material or exercises covered in class. **If you miss a class it is your responsibility to get the PowerPoint Slides from a friend in class.**

Remember: Please come to class on time (**9:30am**) and **turn off and put away** all electronic devices that emit sounds and noises that may interrupt the class (e.g., cell phones, pagers, watch alarms, etc.). Text messaging or other forms of using cell phones for entertainment during class are not professional and will not be tolerated.

TEAM PRESENTATIONS AND PAPERS

Team Presentations (2): Each student will be assigned to a Team of 4 to 5 students and each team will participate in TWO PowerPoint presentations during the semester: 1) first section of your project (**due November 9**) and 2) second section of the project (**due November 30**). If a student is not present on the date of their teams' presentation, he/she will receive a ZERO on the assignment. Time Requirements: 1st presentation: 13 minutes (If you go over or under points will be taken off); 2nd presentation: 15 minutes (If you go over or under points will be taken off). Each student must present on a proportionate bases (based on a team of 5); i.e., 13 min. presentation (2.6 min. each); 15 min. presentation (3 min. each). **Note the time requirement is tentative: the actual time will be based on the number of teams and the number of team members.**

OUTLINE FOR A TERM PAPER ON A COUNTRY AND A US FIRM OPERATING IN THAT COUNTRY

This term paper is divided into two sections. The first section deals with the description of a country and the international business environment in that country. The second section deals with the operations of a US based firm in that country. The first part and its presentation is due around the middle of the semester and the second part and its presentation is due at the end of the semester. You will be graded on the first part and the second part and a combination of those grades will add-up to your final project grade.

The purpose of the project is to enable you to learn about how to conduct research as well as to find out information about various countries and how US businesses operate in that country. Please make sure you write this up and present it in an interesting narrative format rather than just statistics. If any statistics are presented make sure you explain, compare and put them in context. Wherever possible use articles from recent business periodicals and discuss the information.

Introduction:

Description of the country, (multinational market agreement part of one). Statistics on population, G.N.P., per-capita-income etc. Description of levels of economic and industrial/infrastructure development and orientations towards international trade etc.

International Marketing Environment:

Culture

Political Environment (including stability/risk).

Major policies/orientations towards international trade.

Major laws and regulations (Tariffs, quotas, monetary barriers etc).

Major trade partners.

Major imports and exports.

Business customs and practices.

Relationship with the U.S. (Govt./Trade).

Marketing Operations of a U.S. Firm:

Select a specific U.S. firm marketing a specific product/service in this region or a country in this region and describe its marketing operations. Give as much information as possible about the firms operations in terms of Marketing strategy, target markets, promotions - advertising, PR, sales promotions, and personal selling, and then perform a SWOT analysis. Mention the extent of standardization or differentiation of these operations and the environmental conditions that dictate this. **Note only two teams can use the same U.S. firm.**

Conclusions:

Trends, or the future in terms of the countries international trade involvement, as well as in terms of the firm described above.

International Marketing – MKTG 4866-01 – Dr. Blaise J. Bergiel Tentative Class Schedule

Date	Assignment	Chapt.
8/10	Introduction	
8/15 & 17	The Scope and Challenge of International Marketing	1
8/22	The Dynamic Environment of International Trade	2
8/24 & 29	History and Geography: The Foundation of Culture	3

8/31	Cultural Dynamics in Assessing Global Markets -	4
9/5	Labor Day Holiday	
9/7	Culture, Management Style, and Business Systems	5
9/12 & 14	The Political Environment: A Critical Concern	6
9/19	Test 1 + Team Contract Due	1-6
9/21	The International Legal Environment: Playing by the Rules	7
9/26	Developing a Global Vision through Marketing Research-	8
9/28	Economic Development and the Americas	9
10/3	Europe, Africa, and the Middle East	10
10/5	The Asia Pacific Region	11
10/10 & 12	Global Marketing Management: Planning and Organization	12
10/17 & 19	Products and Services for Consumers	13
10/24	Test 2	7-13
10/26	Products and Services for Business & International Marketing Channels	14 & 15
10/31	Integrated Marketing Communications & International Advertising	16
11/2 & 7	Personal Selling and Sales Management	17
11/9	1st section of Paper Due - Presentations	
11/14	Presentations	
11/16	Pricing for International Markets & Inventing Negotiations with International Customers, Partners, and Regulations	18 & 19
11/21 & 11/23	Thanksgiving Break	
11/28	Test 3	14-19
11/30	2nd section of Paper Due - Presentations	
12/7	Presentations: 8:00	

Let's have a great semester.

Dr. Blaise J. Bergiel

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