

MKTG 4866-E01, INTERNATIONAL MARKETING

Summer 2020, 3 CREDITS, JUNE 26TH- JULY 23rd

INSTRUCTOR INFORMATION

Name: Jack Wei, Ph.D.

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Online Office Hours: Mon-Friday 10:00 am to 12:00 pm; 7:00-9.00 pm or by appointment.
I will not be online on Sundays or holidays.

Contact Information:

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Communication Preference: I prefer for you to contact me using your CourseDen email. If you are not able to contact me using email in CourseDen, you may use your UWG email address. I will attempt to respond to all email within 24 hours. Please always include a subject line and your name in your email.

COURSE INFORMATION

DESCRIPTION

The purpose of this course is to reflect both theory and application of International Marketing. It will offer research insights from around the globe and show how corporate practices are adjusting to new marketplace realities. This course will examine global perspectives. It will discuss the interaction between government and business, integrate e-commerce, technology, and sustainability and discuss their impact. It will also include social dimensions, environmental, ethical, and economic aspects of International Marketing. International Marketing is not just about textbook learning: it challenges students to use their critical/creative skills in all aspects of International Marketing, not just those covered in this course.

PREREQUISITES

MKT 3803 (Principles of Marketing) is the only prerequisite for this course. You must have successfully completed the prerequisite or have written approval of the Department Chairman.

DELIVERY METHODS

This class is 100% online. No mandatory meeting is required.

LEARNING GOALS

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*).
- 5) Demonstrate a basic knowledge of international business and trade concepts.

[\(* Learning Goals\)](#)

TEXTBOOKS AND MATERIALS

1. International Marketing, 18th ed., Cateora & Graham, McGraw Hill-Irwin. (No access code required). ISBN-13: 978-0077842161
2. Resources on CourseDen.

COURSE POLICIES

No late submission is accepted including quizzes, simulation game and final exam. Please inform me if you do not have access to the CourseDen for over three consecutive days or for any emergency reasons so I can try to assist you. The instructor reserves the right to reduce the student's grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and project.

Netiquette

- Please show respect, courtesy, and professionalism toward your classmates in all communication.
- Use spell check before posting to the discussion forums or when you write e-mails.
- Be respectful of others' views and opinions.
- Express your views even when your point of view contrasts the majority view presented.

ACADEMIC HONESTY POLICY

You must adhere to the Academic Honesty Policy:

Lying, cheating, stealing, or engaging in plagiarism in pursuit of one's studies is a violation of academic honesty policy at UWG and will not be tolerated (Please read the university's catalog for the official statement on academic integrity and plagiarism). Students are responsible for understanding plagiarism.

In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source. The following are some examples of what is considered plagiarism:

- * Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
- * Cutting/pasting information available on the web or online databases.
- * Using the views, opinions, or insights of another without acknowledgment.
- * Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

NOTE: Violations of the academic honesty policy may result in expulsion from the University. Being caught cheating during the exam or plagiarizing an assignment results in a failing grade for this course. There are no exceptions to this rule

Accessibility services

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability and chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

Please submit a copy of you SAR into "Special accommodations & Excused absences Documentation" folder on CourseDen, and e-mail me via CourseDen messaging tool.

Monday-Friday
8:00 AM – 5:00 PM
(678) 839-6428
(678) 839-6429

ASSIGNMENTS

The course is worth 3 credit hours. You will need to spend about 10 – 15 hours a week on the course to receive a passing grade.

- **Exams:** there are three tests and one final exam. Exams are non-cumulative and each consists of multiple-choice items. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. All the exams must be done

individually and completed before the deadlines. Students must contact the professor before the exam in order to be considered for any rescheduling.

- **Term Project:** the project is a group assignment, which requires each group to participate in case analysis. The title of the case is “**Did We Expand Too Quickly?**” from *Harvard Business Review*. The case can be found from the database of UWG library. You can search and find it by yourself. The case analysis project consists of four sections: situation audit, problem statement, strategy development, and strategy implementation. Each group is required to participate in the discussion of each section and turn in a written paper by the end of the semester. The detailed instruction of the term project including due dates can be found at the end of this syllabus.
- **Late Assignments:** the instructor reserves the right to reduce the student’s grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and the term project paper. Please keep in mind the deadlines.

You will be informed of any changes via **Announcement** tool on CourseDen – please check this tool daily.

Response time

The assignments will be graded within three business days (Monday-Friday 9 a.m. - 9 p.m.) from the submission deadline. You will receive feedback on the submitted drafts within three business days (Monday-Friday 9 a.m. – 9 p.m.) from the submission deadline.

Extra Credit (1 point)

If you take the Wolf Pact test in the first week, you will get 1 point to be added to your final grade.

GRADING

Your grade will be evaluated on the following:

Test 1: 15 points
Test 2: 15 points
Test 3: 15 points
Final exam: 15 points
Term project: 40 points
Total: 100 points

Grading scale:

A= 90-100 points;
B= 80-89.99 points;
C= 70-79.99 points;
D= 60-69.99 points;
F= below 60.

Tentative Schedule (may be modified as circumstances warrant)

Date	Topic or Activity	Project Due
6/26-7/5	Course introduction Chapter 1: Scope and challenge Chapter 2: The dynamic environment Chapter 3: History and geography Chapter 4: Cultural dynamics Chapter 5: Culture, management style, and business systems Test 1 (chapters 1-5) due on 7/5 Sunday	Group formation due on June 30 Tuesday . Group project activities will be conducted on Discussions of CourseDen only.
7/6-12	Chapter 6: The political environment Chapter 7: The international legal environment Chapter 8: Marketing research Chapter 9: The Americas Chapter 10: Europe, Africa, and Middle East Test 2 (chapters 6-10) due on 7/12 Sunday	Case Analysis section-1 due on July 7 Tuesday . Case Analysis section-2 due on July 12 Friday .
7/13-19	Chapter 11: Asia Pacific region Chapter 12: Global marketing management Chapter 13: Product/services for consumers Chapter 14: Product/services for business Chapter 15: International marketing channels Test 3 (chapters 11-15) due on 7/19 Sunday	Case Analysis section-3 due on July 17 Friday .
7/20-22	Chapter 16: IMCs & International advertising Chapter 17: Personal selling & sales management Chapter 18: Pricing Chapter 19: Negotiating Final Exam (chapters 16-19) is open on 7/20 Monday and closes on 7/22 Wednesday	Case Analysis section-4 due on July 20 Monday . Case Analysis final paper due on July 22 Wednesday . Peer evaluation due on 7/22 .
(7.23)	Course wrap-up Final Grade	

GUIDELINES FOR TERM PROJECT

Overview

There is a term project, which is case analysis. The case's title is "**Did We Expand Too Quickly?**" It was written by Simon Greathead and published in *Harvard Business Review* in November-December 2019. You can find the case from the UWG library website, download it to your computer, and read it until you understand it well. I am not supposed to post the case on the course site on CoursDen due to the copyright restrictions.

The 6-page case deals with the commercial climbing-gym industry in the US. The fictional company is called **Ascendancy**, which is expanding into global markets. You will analyze the situation, identify the central problems, propose and evaluate alternative solutions, and recommend courses of action.

The project is a group research project. Students will form their own groups and each group is required to post the names of their group members before midnight on **June 30**. Each group should have two to five people. No group should have more than five people. Individuals can do the project on their own.

Objectives

This project is designed to provide a major "hands-on" experience. It will enable you to apply the concepts covered in the text and lectures and to integrate the inter-related series of steps in the IM process. Specifically, the purposes of this assignment are for you to:

- Learn how to apply marketing theory and practice to an international setting;
- Work through the international marketing decision making process;
- Become more familiar with course material by discussing it with others; and
- Develop your written communications skills and ability to think and write critically and creatively.

Instructions on Case Analysis

This project of case analysis includes four (4) sections: situation audit, problem statement, strategy development, and strategy implementation. The total points is 40.

Section 1: Situation Audit (8 points)

The situation audit is basically a synopsis and evaluation of **Ascendancy's** current situations, opportunities, and challenges. The primary purpose of the audit is to help you prepare for problem definition of Section 2 and subsequent steps in the problem-solving process. The situation audit interprets and shows the relevance of important case information. Thus, it is important that your situation audit be **diagnostic** rather than descriptive.

The situation audit should include an assessment of Ascendancy's following aspects:

- corporate mission (write one sentence to describe it)
- marketing objectives (use bullets to list what Ascendancy wants to achieve)

- buyer analysis (consumer profiles including age range, education, gender, etc.)
- key competitor analysis (include 3 major competitors of Ascendancy)
- discussion of Ascendancy's previous marketing strategies
- summary of the situation (highlight your ideas)

For our Ascendancy case, write one or two paragraphs for each of the above aspects depending on the importance of the dimension in your case. Please do NOT copy and paste the information from the case but use your own language in the analysis. Try to use "According to the case, Ascendancy did..." in the paper.

Section 2: Statement of Problems (8 points)

Identification of the main problem, opportunity, or challenges in a case is crucial. If you don't properly identify the central problem or decision in a case, the remainder of your analysis is not likely to produce recommendations necessary to solve **Ascendancy's** main problem. State your problem concisely. Try to answer the following two questions in detail.

- What are the **Ascendancy's** symptoms that suggest a problem exists?
- What is the **Ascendancy's** major problem or decision that must be addressed?

A major pitfall in defining problem occurs in confusing symptoms with problems. Such things as declining sales, low morale, high turnover, and increasing costs are symptoms that often are incorrectly identified as problems. You frequently can avoid incorrectly defining a symptom as a problem by thinking in terms of causes and effects. The examples cited above are the effects or manifestation of something wrong in the company. Why are sales declining? Sales may be declining because morale is low and turnover is high. Why morale is low and turnover is high? These effects may be caused by an inadequate compensation plan, which in turn may be caused by inadequate profit margins, which may be caused by products being incorrectly priced or because the distribution system is outdated. As you see, symptoms may appear in one part of the overall marketing program, and the true problem may lie elsewhere in the program. Keep asking why until you are satisfied that you have identified the problem (cause) and not just another symptom (effect).

Section 3: Strategy Development (12 points)

You will develop some alternative strategic options or actions that are viable solutions to the problem you have determined. Group brainstorming is a useful technique for generating strategies. Be creative and keep an open mind. Use the information you have organized in your situation audit regarding goals, objectives, and constraints to help you finalize your strategies.

Your strategies should include the following five aspects:

- Market entry strategies: you will recommend one or two entry strategies to **Ascendancy** for doing business in England or other countries. The popular entry strategies include exporting, licensing, joint venture, contract manufacture, ownership, and participation in export processing zones or free trade zones. You will discuss both advantages and disadvantages of the selected entry strategies.

- Product strategy: you will discuss whether **Ascendancy** should use the standardization or adaptation strategies in England or other countries, why, and how. You will also recommend a new positioning strategy for **Ascendancy** to promote its business in England or other countries, and explain why and how.
- Price strategy: you will make recommendations on specific pricing policies that should be followed by **Ascendancy** in England or other countries. For instance, you can recommend high/low pricing policies according to the income levels of local consumers.
- Distribution strategy: you will discuss what type of channels will be effective for **Ascendancy** to do business in England or other countries. For example, they can use local channels to or build new channels from scratch. For your recommended channels, you must justify them according to the cultural characteristics of England or other countries. You can use Hofstede's cultural values to support your recommendation.
- Promotion strategy: you will make your recommendations for **Ascendancy** on how to promote their business in England or other countries. For example, they can use advertising, PR, personal selling, etc. to promote their business. If you suggest advertising, you should explain which medium (e.g., radio, TV, social media, print media) would be used, and as for ad message, you will explain whether collectivistic or individualistic forms of messages should be adopted, etc.

Tips:

- Doing nothing and collecting more data are two alternatives often suggested by students with limited case experience. These are rarely the best actions to take. So do not use those two ideas in your analysis. A solution may include further study, but this normally will be part of the implementation plan rather than part of the solutions.
- In real business situations, marketers do not have complete information to support their decisions. If complete information were available, decisions would be easy. In this case study, you have the same information that was available to the decision-maker of **Ascendancy** when the decision was made. The major difference is your data are already compiled and organized. This case study aims to help you become familiar with making decisions under conditions of uncertainty.
- Also, you will consider the effectiveness of your strategic options. After your solutions are implemented, **Ascendancy** expects to increase sales, market share, customer satisfaction, and return on investment (ROI). Future costs and revenues, breakeven points, opportunity costs, contribution margins, taxes, turnover, etc. must be considered too.

Section 4. Strategy Implementation (12 points)

This part should evolve from Section 3 (your proposed solutions). For each of those strategies to be implemented, you must include two parts. The first part should address what specific steps (actions) should be taken by **Ascendancy** and why. State the main reasons you believe your chosen course of action is best. The reasons should help justify your choices and convince the **Ascendancy**'s top leaders. Try to use what you have learned from the text to support your ideas.

The second part provides more details of those steps/actions so your suggestions can be specific and implementable. You should list specific tasks that **Ascendancy** should accomplish in implementing a strategy. For example, if you recommend that **Ascendancy** should use Twitter to promote their business to young professionals in England, you will need to include some specific tasks (e.g., videos, hashtags, and brand spokesperson) they should complete for each strategy. For **Ascendancy** to attract more customers, you will tell them how to do that: how to train local employees to use **Ascendancy**'s products, how to make online advertisements, and how to organize a virtual community, etc.

Finally, you can also list some contingencies to increase the attractiveness of your implementations in this section. These are some back-up strategies just in case your strategies may not work due to some uncontrollable factors. You do not need to provide many details on contingencies in the paper.

(Source: Appendix B: Guide to Case Analysis, *Strategic Marketing Management*.)

Components of the Final Term Paper

Each group will revise each section of their case analysis papers according to my feedback and combine the four sections into one final paper and submit it on **July 22**.

When you submit the final paper, please make sure that:

1. Cover of your paper has the following items:
 - The title of your paper
 - Names of the group members
 - Course: For MKTG4866
 - Time: Summer 2020
2. Paper format, neatness, grammar, punctuation, etc. are correct. Neatness, grammar, punctuation are evaluated in addition to content when determining the final grade. Please use sections, subsections, bullets and the like to enhance readability.
3. The final paper has page numbers. A final paper without page number will lose three (3) points from the final course grade.