



University of Pittsburgh
Johnstown

INTERNATIONAL MARKETING

Business 1670

Th - 6:00 p.m. – 8:40 p.m., 108 Biddle Hall

Instructor: Professor Skip Glenn

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Hours: 11:00 a.m.-12:00 p.m. MWF

3:30-4:30 p.m. TTh

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Fall Semester 2012

Pre-Requisite: Principles of Marketing

(Introduction to Psychology is recommended)

Required Text: International Marketing (15e)

Cateora, Gilly and Graham (2012)

ISBN: 9780073529943

(Hardback and Paperback)

The Connect online service is optional and provides practice quizzes if you choose— see last page of this syllabus for more info

Course Description

This is a critically important course in marketing for global enterprise. It examines the challenges and rewards found in international marketing, which is now the center of growth and opportunity for U.S. enterprise at this time. The course will cover the processes and pitfalls that face international marketers and how you research, design and implement a marketing plan targeting a foreign market.

Course Objectives

The primary objectives of this course is to learn how global marketing works beyond our borders as well as how to construct a sound plan for identifying and delivering a product made in the US to selected markets. During the process of plan development, individuals will gain knowledge in the unique issues of delivering products and services abroad including: import taxes, letters of credit, shipping agreements, free trade zones, regulations on media and advertising and trade organizations and resources.

While conducting research and planning, students will learn how to remove their own cultural biases and understandings from the equation in assessing foreign values, wants and needs. Additionally, the course will build the skills of students in scanning and identifying marketing opportunities off our native shores.

Organization and Format

This course is structured around the 4 Ps of Marketing: product, price, place, and promotion in context of building deeper understandings of culture, business processes and regulations around international trade and marketing. Using best practices and project work, each of the “Ps” will be covered in detail with a focus on the unique characteristics of developing foreign markets. Students will provide a market analysis presentation during the course on a preferred country of choice. As an ultimate measure of your learning in the course, a final marketing project is required which will incorporate the use of all 4 Ps in the development in an international marketing context with a strong focus on special issues found around international marketing.

The format of most class sessions will be a lecture, market reviews, with some elements of classroom discussion. Heavy emphasis will be on the “real world” applications of the material covered in the text and discussed in class.

COURSE GRADING POLICY

Your grade will be based upon the same two basic criteria used to evaluate performance in the Marketing profession: analytical skill and teamwork. Individual skill accounts for 74% of your final grade and Teamwork 26% of your final grade..

Quizzes: Material and concepts on International Marketing covered in lectures will be covered in 5 quizzes. Each will consist of 20 questions comprising a mix of multiple choice, exercise, and short answer questions. Each question is worth half a point, so each quiz totals 10 possible course points.

Homework: There will also be **6 online homework assignments**, each accounting for 2 possible points. No late homework assignments will be accepted. Delivery can be made online or offline depending on the assignment and is **due on Tuesdays at midnight ET (0400 or 0500 GMT) the following week of the assignment**. Late submissions will not be honored.

Market Presentation: At the beginning of the semester, students will be asked to select a preferred country of study. Students are expected to present the case and critical issues it illustrates for 20 minutes. This presentation will include class engagement including a minimum of 5 minutes of discussion.

Team Project: Teamwork skill accounts for the remaining 26% of your grade. It will be evaluated by your performance in working with a small group of other students to develop and present the team project, an International Marketing Situation Analysis addressing any “real world” product and target market of your choice (subject to instructor approval). Specifics include:

- o Your group submits a *10 page report* the last week of class (**any text over 10 pages will not be graded**).
- o Your group presents your report during the final exam session to both the class and the instructor.
- o The project accounts for 26 possible points using two evaluation tools:
 - 1) Your team’s presentation will be graded by the instructor on a 1-10 scale; the report on a 1-12 scale
 - 2) To ensure each member of your team contributes their “fair share” to the project, team members will be given a secret ballot to judge your performance; if they feel you contributed your share, you will receive all the points the team receives, up to 22 possible points; if, however, a majority of your teammates feel you did not contribute your share, you will receive 0 points for the project. The instructor accepts this secret team vote as the final decision on this aspect of your grade

You earn only the points you deserve with **absolutely no make-up projects**. Here’s a recap of the system:

<u>Evaluated Projects</u>	<u>Source of Evaluation</u>	<u>Possible Grade Points</u>
Quizzes	Instructor	10 points each x 5 = 50
Market Presentation	Instructor	12 points 12
Homework	Instructor	2 points each x 6 = <u>12</u>
		<i>Individual subtotal</i> 74
Team Project		
a) Presentation	Instructor	10
b) 10 page hand-in	Instructor	12
c) Milestone Submissions	Instructor	4
		<i>Team subtotal</i> <u>26</u>
		Grand Total 100

Grade Conversion Scale

To determine your final letter grade for the course, simply add up the points you earn from the above projects and compare them with the grade conversion scale below:

A+	98-100	B+	88-89	C+	78-79	D+	68-69	F	0-59
A	92-97	B	82-87	C	72-77	D	62-67		
A-	90-91	B-	80-81	C-	70-71	D-	60-61		

Extra Credit

Extra credit in the Business curriculum is at the discretion of the instructor. None is available in this course.

Study Assistance

During the semester, if you feel you are falling behind your classmates, please don't panic. First, let me know your concerns; perhaps we can work together to help you make it through the semester. Second, contact the Academic Success Center, Room G-16 Owen Library (#7998), for tutors to help you--free of charge.

STUDENT EXPECTATIONS

You should expect that you will know:

- How a product is marketed into a foreign market
- How global trade is managed, regulated and cultivated
- How to research online resources such as tariffs, best shipping agreements and regulations
- How to research and use marketing communications, including advertising, direct marketing, and, public relations, among others in international settings.
- You should also expect to learn some of the basic tools for establishing Marketing strategy, including:
 - Consumer behavior, market research, channel analysis in foreign countries.
 - Finally, you should expect to learn how to integrate these elements in the preparation and presentation of your final international marketing plan.

INSTRUCTOR EXPECTATIONS

Overall

All students enrolled in this class are subject to the Code of Conduct for all UPJ Business majors, attached to this syllabus. Consistent with this Code, the expectations described below also apply.

Attendance

All students are expected to attend class. In fact, the instructor's expectation is that you will maximize your investment in this course by attending as many sessions as possible. Therefore, attendance will not account for a portion of your grade, although it may help you in some borderline situations (for example, if you are within *less than a full point* of the next highest grade). A class roster will be circulated within the first 15 minutes of each session for sign-in; those arriving after 10 minutes will not be permitted to sign in and be considered absent. The instructor reserves the right to penalize students who abuse the attendance policy by adjusting grading (downward) accordingly.

Cell phones and any other electronic devices must be disabled during class. If a device activates during class, you must leave the classroom to respond—but you will not be permitted to return for the remainder of class. This policy includes incoming and outgoing text messages.

Assignments

Unexcused quiz absences can not be made up. If you know you will be absent when a quiz is scheduled, advise the instructor in advance either by personal visit, phone call, email, or even a faxed written excuse up until class time of the quiz date, as assigned in class (you are responsible for making sure there are no changes to the due date).

On occasion, during a quiz review session, some questions might be “thrown out” and credit granted due to a flawed question design. To qualify for this credit, two conditions must occur: more than 50% of the class must have incorrectly answered the question; and students must be present on the day the quiz is reviewed to receive credit. This policy is also true for issues with homework: they must be resolved on the day the homework is returned to students to receive credit.

Late homework assignments or final project reports will not be accepted. Both of these assignments must be typed and the final project must be stapled or professionally bound.

Presentations

Presentations will be graded according to the following standards: 10 = an exceptional effort which surpasses the requirements of the assignment; 9 = a very good effort in successfully fulfilling the requirements; 8 or less: an effort which does not fulfill all requirements of the assignment. Standard business attire is required for the final presentation, just as it would be at such a presentation in “the real world.” This includes at least a dress shirt and tie for gentlemen.

Honesty Policy

Since this course will simulate “real world” analytical processes, professional plagiarism standards will be enforced. Therefore, if any dishonest practices are discovered, the result will be instant failure for the entire course. This includes new high-tech methods of cheating, such as copying a fellow student’s computer file, making cosmetic changes, and then turning it in as your own work. The instructor also reserves the right to require a spontaneous oral presentation of the facts contained in any written assignment or of the answers provided on any quiz.

Students With Disabilities

Students with disabilities requesting academic accommodations for this course should notify the course instructor and the Office of Disability Services as early as possible in the semester. The Director of Disability Services will verify the disability and determine reasonable accommodations for the course. To schedule an appointment or to learn more about these services at UPJ, please call #7998 or visit the Academic Success Center in Room G-16 of the Owen Library.

COURSE SCHEDULE

Topic	Week	Day	Date	Topic	Assignments * = out of order
Introduction					--
	1	Thursday	8/30	Overview	<i>Chapters 1 & 2</i>
Culture	2	Thursday	9/6	Cultural Environment	<i>Chapter 3/ Homework Assigned</i>
				Cultural Dynamics in Global Markets	<i>Chapter 4</i>
	3	Thursday	9/13	Culture and Business Abroad	<i>Chapter 5</i>
				Political Environment	<i>Chapter 6</i>
	4	Thursday	9/20	International Legal Rules	<i>Chapter 7/ Homework Assigned</i>
				Team Project Session	<i>Culture Quiz (1 – 5)</i>
Global Markets	5	Thursday	9/27	Global Market Research	<i>Chapters 8 and 9</i> <i>Team Market Due</i>
				Economic Dev. - New World	<i>Quiz Review</i>
	6	Thursday	10/4	Economic Dev. – Europe, Africa, Mideast	<i>Chapter 10/</i> <i>Homework Assigned</i>
		Tuesday	10/9	Fall Break (Monday Classes)	<i>No Class</i>
	7	Thursday	10/11	Asia Pacific Region	<i>Chapter 11</i>
				Team Cultural Assessment	<i>Global Market Quiz (6 – 11)</i>
Strategies	8	Thursday	10/18	Global Marketing Management	<i>Chapter 12/</i> <i>Homework Assigned</i>
				Products and Services – B2C	<i>Chapter 13</i>
	9	Thursday	10/25	Products and Services – B2B	<i>Chapter 14/</i> <i>Homework Assigned</i>
				International Marketing Channels	<i>Chapter 15/</i>
	10	Thursday	11/1	International Marketing Communications and Advertising	<i>Chapter 16</i> <i>Product Services Quiz (12 – 14)</i>
	11	Thursday	11/8	Personal Selling and Sales Management	<i>Chapter 17</i>
					<i>Intl. IMC Quiz (15 – 16)</i>
	12	Thursday	11/15	Pricing for International Markets	<i>Chapter 18</i>
					<i>Quiz Review/</i> <i>Homework Assigned</i>
	13	Thursday	11/22	Thanksgiving Break	<i>No Class</i>
On the Ground	14	Thursday	11/30	Negotiation with Partners	<i>Chapter 19</i> <i>Negotiation Role Play</i>
	15	Thursday	12/6	Quiz/group work session	<i>Sales & Pricing Quiz (17 – 18)</i>
Final Prep		Friday	12/7		<i>Hand in Final Paper</i>
Final Project	16	Thursday	12/13	Final Presentations	<i>Final Presentations</i>

Grading

Hand-in = 12 points

- 10 typed page limit (anything beyond 15 pages will not be graded)
- Additional information can be provided in an appendix
- All data and content sources must be attributed at the spot in the text where the information appears, using the following format: (*Wall Street Journal*, March 3, 2012); no bibliography page is necessary
- Provide detailed rationale for all of your answers
- Penalties will be assigned for typos and grammatical errors
- Please list all your group members on the cover page in alphabetical order

Presentation = 10 points

- Limited to 20 minutes

Participation = Pass/Fail

- All possible points or zero
- Based upon your team's secret ballot evaluation of your contribution

Required Outline

A International Marketing Analysis and Plan

Background (2 points)

- Brief introduction and history of your brand and its parent company
- 5 year trend of sales **and** profits for the industry, **and** your brand, by year
(tips: present data in tables; use IBIS World for industry data and 10-Ks for corporate data—broken down to your brand)
- Macro environmental factors impacting your brand and its industry and target country

Cultural Analysis (2 points)

- Geography
- Social Institutions and Language
- Religion and Aesthetics
- Living Conditions

Economic Analysis (2 points)

- Economic Statistics
- Infrastructure and Distribution Channels
- International Trade and Restrictions
- Media Channels
- Pricing strategy

Market and Competitor Audit (2 points)

- Product Applicability
- Market Analysis (size, geography, demography)
- Consumer Buying Habits
- Available Distribution and Promotion Channels
- Competitor Analysis (products, prices, market share)

Preliminary Marketing Plan (4 points)

- Objectives
- SWOT analysis
- Product adaptation
- Promotion Mix
- Distribution Channels (shipping, packaging, warehousing)
- NAICS code
- Price (tariffs, VAT, transportation costs)
- Terms of Sale and Methods Payment
- Budget

(Points may be deducted for poor grammar, punctuation, spelling or lack of attribution of all sources)



University of Pittsburgh Johnstown

Business Curriculum Classroom Code of Conduct

Classes are considered to be a work environment and students are expected to maintain professional standards of conduct at all times. Remember, every student contributes to, or detracts from, a productive learning environment. Make sure your decorum adds to a positive environment. Therefore the instructor reserves the right to ask students to leave the room if they engage in any of the following activities:

- Disruptive behavior targeting fellow students and/or the instructor
- Working on subject matter not related to the course (including homework)
- Checking/responding to email and text messages or using the internet without the instructor's permission
- Consistently arriving late to class
- Getting up and leaving class frequently (to get a drink, etc.)
- Leaving cell phones and pagers on during class, using cell phones/receiving calls during class
- Reading materials not related to class
- Failure to maintain professional and courteous behavior at all times

Your college years are the perfect time to learn, practice, and incorporate professional standards of conduct. Be punctual and prepared, do work you can be proud of, make meaningful contributions to teams and groups to which you belong. Take advantage of opportunities to network, meet professionals, and build career enhancing skills.



Connect Student Quick Tips

Use this Student Quick Tips guide for a quick and easy start with McGraw-Hill Connect. You'll get valuable tips on registering, doing sample quizzes, accessing resources, and info about the support center hours.

Getting Started

TIP: To get started in Connect, you will need the following:

- ☐ Your instructor's Connect Web Address
- ☐ Connect Access Code

TIP: If you do not have an access code or have not yet secured your tuition funds, you can click "Free Trial" during registration. This trial will provide temporary Connect access (typically three weeks) and will remind you to purchase online access before the end of your trial.

Registration and Sign In

1. Go to the Connect Web Address provided by your instructor

2. Click on **Register Now**

3. Enter your email address

TIP: If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.

4. Enter a registration code or choose **Buy Online** to purchase access online

5. Follow the on-screen directions

TIP: Please choose your Security Question. We will ask you for this information if you forget your password.

6. When registration is complete, click on **Go to Connect Now**

7. You are now ready to use **Connect**

Trouble Logging In?

☐ Ensure you are using the same email address you used during registration. If you have forgotten your password, click on the “Forgot Password?” link at your Instructor’s Connect Course Web Address

☐ When logged into Connect, you can update your account information (e.g. email address, password, and security question/answer) by clicking on the “*My Account*” link located at the top-right corner

Home (Assignments)

TIP: “*Save & Exit*” vs. “*Submit*” button

☐ If you are unable to complete your assignment in one sitting, utilize the “*Save & Exit*” button to save your work and complete it at a later time

☐ Once you have completed your assignment, utilize the “*Submit*” button

Library

TIP: The *Library* section of your Connect account provides shortcuts to various resources.

☐ If you purchased ConnectPlus, you will see an *eBook* link, which can also be accessed from the section information widget of the *Home* tab

Reports

TIP: Once you submit your assignment, you can view your available results in the *Reports* tab.

Need More Help?

www.mcgrawhillconnect.com/support

to send us an email.

1-800-331-5094

Mon-Thurs: 9 am – Midnight; Friday: 9 am – 7 pm

Sunday: 7 pm – Midnight