

Marketing
Course Number: 33:630:371
Course Title: International Marketing

COURSE DESCRIPTION

- An overview of global marketing and the basic theory of global marketing,
- The environment of global marketing.
- Global strategy.
- The marketing mix in global marketing.
- Corporate strategy, leadership, and the impact of digital revolution on global marketing.

COURSE MATERIALS

One Required Textbook:

International Marketing – Second Edition

Publisher: Sage

Authors: Donald Baack, Barbara Czarnecka & Daniel Baack

ISBN: 9781506389226 – make sure to get the Second Edition – not the first edition.

Note: the publisher advised that “The list price for this book is \$67 for paperback. The eBook is substantially less. It can be ordered at this link

<https://www.vitalsource.com/products/international-marketing-daniel-w-baack-barbarav9781526463104?term=9781506389226>

LEARNING GOALS AND OBJECTIVES

- Use the product/market material to explain the various ways a company can expand globally.
- Describe how companies in global industries pursue competitive advantage.
- Compare and contrast single-country marketing strategy with global marketing strategy.
- Identify the companies at the top of the Global 500 rankings.
- Discuss the driving and restraining forces affecting global integration today.

- Develop and present an Executive Briefing Package & Country Analysis
- Present an Executive Briefing Package and Country Analysis

CLASS FORMAT

- Lectures, presentations, discussions, TED and other videos
- In-Class exercises (team activities), case analyses
- Special project presentations
- Student presentations of selected assignments

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

COURSE REQUIREMENTS

Assignment	Dates	Points
Attendance (individual)	Throughout the course	5
In-Class Team Activities + Team read-outs 4 Activities @ 3 points	Act #1: Act #2: Act #3: Act #4:	12
Exams	#1:	20
Mid-term & Final exam	#2: Final exam period	25
Marketing Headlines - Teams (to be based on marketing related topics) 3 @ 2 points	#1: #2: #3:	6
Case Analysis – Team assignment 2 @ 3 points	#1: #2:	3 3

Final Project (Teams) Executive Briefing Package & Country Analysis	Last day of class	26
Phase 1: Written plan Phase 2: PowerPoint Presentation		
Total Points		100

ASSIGNMENT DETAILS

In-Class Team Activities

The instructor will schedule four in-class activities during the semester that consist of providing a current case or marketing situation as background. The teams will respond to the case questions within a specified amount of time and provide a read-out to the class.

Cases to be provided on the night of class. This exercise is performed in real-time. If you miss class, you cannot earn the points.

Marketing Headlines

Team Presentations

On the dates assigned in the Course Schedule, teams will **summarize** a current article on consumer marketing strategy with an “international” focus, then highlight **key learning** and discuss **implications** for marketers. Teams should be prepared to present a 10-minute PowerPoint read-out to the class. Topics may include new product introductions, trends in changing consumer behavior, Millennials, new media habits, changing consumer needs, shopping, etc.

Teams create 5 to 6 slides (graphics are encouraged). *Hand a copy of the article to the Instructor on the evening of the presentation.*

1. Summarize - what does the article tell you?
2. Highlight Key Learnings – what did you learn?
3. Implications for digital marketers – what does this mean for marketers?

Team Case Assignments conducted in class

On the week’s assigned, teams will present short presentation on the case as follows:

Teams create 5 to 6 slides (graphics are encouraged). *Hand a copy of the article to the Instructor on the evening of the presentation.*

1. Summarize the facts of the case.
2. Highlight Key Learnings – what did you learn from the case?
3. Implications for international marketers – what does this mean for international marketers?

Course Policies

- Plagiarism will not be tolerated. Any student who plagiarizes, in full or in part, any assignment during the semester will receive an F for the course. Please see [The Source](#) for a detailed explanation of plagiarism.

Team Case Analysis Guidelines

Cases will be assigned from the textbook. Answer the questions in the case.

Exams

Exams (#1 and #2)

You are responsible for material from the course text corresponding to Chapters 1 through 10 in the assigned textbook. Chapter slides will be posted on the course Canvas site to assist in the processing and understanding of chapter concepts. In addition, there will be class discussions on key topics. It is unlikely that you will be very successful on the exams if you do not read and understand the material in the text!

This is not an open book exam. All cell phones must be turned off.

Exam 1 will cover Chapters 1, 2, 4, 6, and 7. Exam 2 will cover Chapters 8, 9, 10, 15, and 16. Both exams will be multiple choice and true/false.

Team Final Project

International Marketing Executive Briefing Package & Country Analysis

Assigned teams will create: 1) a written report that represents a briefing package for an International Marketing Executive, and 2) a PPT presentation to be developed from the written report. The goal is to make the presentation informative, relevant, and current to assist the marketing department. Presentations should include 10 slides for a 10-minute presentation at the end of the semester. See course schedule for exact date.

The Process: Each team should submit the country that the team chooses to work on to the instructor via email for approval by beginning of Week 2. Teams will be assigned in Week 1.

Presentation Contents (outline):

- 1. Government system and any political highlights** n Type of government in place and its implications on free enterprise n Current elected officials
- 2. Economic situation** n Currency and exchange rates n Top Three Industries n Population and Average Household Income (compare to the US).
 - GDP (compare to the US)
- 3. Cultural Overview** n What is the country known for?
 - Religion n Language

- Holiday Calendar pertinent to any upcoming events (e.g. Chinese New Year)
4. **Local Business Practices and Business Etiquette in the country** n Include a list of do's and don'ts n For example, greetings, time orientation, etc n Appropriate attire (weather, business, casual)
 - Other business specifics (i.e. seating arrangements at meetings; business decision making processes)
 - What is different about doing business in this particular country?
 5. **Current Events (pertinent news items)** n Top headlines of the week and how they relate to course topics
 1. Note much of this information can be obtained via social media for the country you select
 - Security status and any concerns
 - Business news of interest
 6. **Key Marketing and Technology Trends in the Country** n Social media trends in the country; most used social channels such as Twitter, Facebook, YouTube, blogs, etc.
 - Availability of traditional and digital media channels in the country.
 - A major marketing trend in the US is companies focusing on the *customer experience*. Is this trend relevant in the country you have selected for your analysis? Yes/No. Why/why not?
 - Identify some key digital marketing trends.
 - Discuss technology trends, use of Internet, penetration, etc.

Guidelines:

- Utilize at least **three** specific references to concepts or theories about culture covered in the textbook.
- Specific references to at least **three** other external sources that provide information about the country.

Team Deliverables:

1. A **PowerPoint presentation** with highlights from the executive briefing package. This presentation is to be made on the last day of the semester.
2. A thorough **written document** that you will develop. Your PowerPoint presentation will be drawn from this written document.

Attendance - Individual grade

This course moves at a fast pace and much of the learning will take place during in-class exercises and discussion. Students are expected to attend all classes, complete all assigned readings prior to class and be prepared to participate. Attendance will be taken each week and participation will be evaluated at each class session. To succeed, minimally, you need to show up. **Note: if you fail to sign the attendance sheet, you will not earn credit for participation in any assignments presented in class.**

Team Cases -- Analyze specific cases from the book

See course schedule for scheduled team case assignments, to be uploaded to Canvas no later than the date assigned.

GRADING POLICY

The following grading scale will be used in the course. I do not round-up.

- A 90 and above
- B+ 87.00 to 89.99
- B 80.0 – 86.99
- C+ 77.0 – 79.99
- C 70.0 – 76.99
- D 60.0 – 69.99
- F 59.99 and below

COURSE SCHEDULE

All assigned readings are to be completed prior to class. The Instructor may include additional materials that will be posted to Canvas. It is important that you stay on top of Canvas announcements by checking on a regular basis.

The course plan below is subject to change at the instructor's discretion.

Date	Weekly Content Plan	Assignments
Week 1	Welcome & Introductions, Review Syllabus, Course Expectations Introduction to Marketing's Changing Environment (presentation & discussion) Form Teams & Group Sync time	Form teams for group assignments
Week 2	Chapter 1: Introduction to International Marketing In-Class Activity #1	Read Chapter 1

Week 3	Chapter 2: Culture and Cross-Cultural Marketing Marketing Headlines #1 of 3	Read Chapter 2
Week 4	Chapter 4: Country Selection & Entry Strategies In-Class Activity #2	Read Chapter 4
Week 5	Chapter 6: Markets and Segmentation in an International Context Marketing Presentation	Read Chapter 5
Week 6	Chapter 7: International Positioning Case Analysis #1 of 2 (Teams)	Read Chapter 7 Case 6: UNIGLO, P. 206
Week 7	Exam #1 Chapters 1, 2, 4, 6, and 7	Exam #1
Week 8	NO CLASS	
Week 9	Chapter 8: Market Research in the International Environment Marketing Headlines #2	Read Chapter 8
Week 10	Chapter 9: International Product and Brand Marketing In-Class Activity #3 of 4 Teams present assigned exercise in class – 15 minutes	Read Chapter 9

Week 11	Chapter 10: International Product Standardization and Adaptation Case Analysis #2 of 2 (Teams)	Read Chapter 10 Case 10: Banana Republic, P. 344
Week 12	In-Class Activity #4 of 4 Teams present assigned exercise in class – 15 minutes	
Week 13	Chapter 15: Globally Integrated Marketing Communications Marketing Headlines #3	Read Chapter 15
Week 14	Chapter 16: International Sales Promotions and Public Relations Teams sync-up on final presentations Instructor Q&A & Review	Read Chapter 16
Week 15	Term Project for Teams (Presentation) International Marketing Executive Briefing Package & Country Analysis Written Document n PPT presentation	Instructions: Two students from each team to upload <i>both</i> the Written Executive Briefing document and the PowerPoint Presentation to Canvas.
Final exam period – date TBD	Final Exam #2 Chapters 8, 9, 10, 15, and 16	Final Exam #2

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]