

**International Marketing
MKTG 469**

Fall 2012, University of Illinois at Chicago

Instructor

Dr. Anne Mägi
Office: UH 2115

Classroom: BH 304
Meeting time: Tuesdays and Thursdays,
11 AM – 12.15 PM

Office hours: T 2-3 PM, Th 9-10 AM, and by
appointment
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Prerequisites
MKTG 360

Required text

Global Marketing, Gillespie and Hennessey, 3rd edition. E-book versions and rentals are available at cengagebrain.com.

Course description and objectives

This course is designed to provide students with knowledge beyond that of domestic marketing to make practical decisions relevant to entering and competing in foreign markets. The course introduces the main characteristics of international markets and addresses the impact of global environmental factors (economic, social, legal, and cultural) on marketing decisions such as market entry, product development, pricing, promotion, and distribution.

The objectives of the course are to help students acquire knowledge of major international marketing concepts and develop cross-cultural sensitivities and skills that would enable them to identify, analyze, and solve international marketing problems.

Participation and attendance

The course will be a mix of traditional lectures and in-class, and online discussions. Class attendance is mandatory. ***If you have to be absent, you need to notify me before class by email.*** Four (4) absences with a legitimate explanation (e.g., illness, job interview), will be accepted. Additional absences without prior consent from me will result in a zero for your participation grade. If you know that you will have to miss more than four classes, e.g., due to serious illness, you need to contact me to discuss how to compensate for missed classes.

Late arrival or early departure will typically be marked as an absence. If you have a particular reason for having to leave class early, please notify me before class.

While attending class is a prerequisite for receiving a good participation grade, I also expect you to participate in class by answering questions or contributing to case discussions. To receive an A for your participation grade, you need to both have a good attendance record and regularly contribute in class.

Policy of Professional Behavior in the Classroom

The success of this course depends upon the level and quality of communication in the classroom. Please listen carefully and join in the individual and group discussions. It will help you to master the materials and understand instruction better.

Keep in mind that behaviors that you think will not be noticed, such as texting, updating your online status, surfing the web, etc., are clearly visible from where I stand. Your behavior in class will influence my overall perception of you as a student and therefore also your grade.

Group Project: the Country Market Report

An important part of the semester will be a Country Market Report that you will write as a team. The project will largely follow the Country Market Report outline that comes with the textbook. I will assign you a product and country.

You will turn in a written report as well as present your findings to the rest of the class at the end of the semester. Your written report should be 20 pages double-spaced excluding bibliography and exhibits. Details guidelines for the project will be available on Blackboard.

Final projects remain the property of the instructor and will not be returned to the team. Team members may examine the graded projects in my office during normal office hours or by appointment.

Team issues

Each group will consist of five individuals and will be formed by students. Students are urged to choose group members early and with great care. Those students unable to get into a group will be assigned to one by me.

You will be asked to put together a group contract that sets forth the guidelines that will govern the group throughout the semester. Students are expected to contribute equally to the team project. Confidential peer evaluations will be used to deduct points for inferior or negative contributions. ***Students receiving poor peer evaluations will have their grade lowered substantially.*** Additionally, any student that the majority of the team feels is not contributing a fair share can be “fired” from the team. Once fired, the student must find

another team to “hire” him/her or become self-employed, that is, write a project on their own.

Students, undoubtedly, will assume various roles within their team based on their interests and areas of expertise. However, this is a team project and individual contributions should be coordinated and incorporated into the final project. The coherence of the report will affect its grade.

Online discussion assignments

Much of what makes marketing both challenging and interesting is that the decision maker has to adapt to the rapidly changing environment. This is particularly true when it comes to global marketing. To become a good marketer you need to stay on top of the information flow about everything from general societal trends, to changes in your specific industry. To incorporate this element into the course, you will be asked to post and comment on current and relevant articles in an online discussion forum.

The online contributions are graded on a pass/fail basis. Adequate submissions before the deadline will receive full credit while inadequate and/or late submissions will receive a zero. You will need to submit one original post of at least 100 words that will also include a link to the article that you are covering, as well as a shorter reply to at least one other student’s post. Both posts are due on the day listed in the course schedule before class. More details about the nature of this assignment will be found on the course website on Blackboard.

Individual written assignment

There will be one individual written assignment this semester. For this assignment, you will assume that you have gotten an internship at a medium sized American company that is looking to expand globally. Your task is to evaluate two countries for a potential market entry and to write a professional memo to your supervisor in which you will summarize your findings and present a recommendation on which of the two markets to enter based on the characteristics of the product and the nature of the two markets. The memo should be single-spaced and two pages long. You should present supporting data in an appendix.

Products and countries will be assigned by me. You will not be working on the same product or country for which you are writing your group project.

Detailed information about the assignment will be available on Blackboard. You will also upload your assignment on Blackboard.

Your individual assignment will be graded on content, as well as presentation and writing. If you are concerned about your writing skills, you are strongly advised to seek a tutor (free of charge) at the UIC writing center. Your memo needs to be uploaded on Blackboard by the end of the day on Tuesday, Nov. 6. While I accept late submissions, I will lower your grade with one letter of more depending on the tardiness of your submission.

Blackboard Website

This course will utilize the Blackboard (Bb) web site. Please make a habit of checking the website for announcements that I may post between classes. I will use Bb for posting information about such things as assignments, case preparations, and the posting of grades.

It is your responsibility as a student to stay current with information about the course. While I'm happy to answer questions about assignments or the course project, I expect students to first check the course Bb pages for information.

Performance evaluation

Your performance in this course is evaluated on a number of activities. Points will be distributed as follows:

Assignment	Points
Participation	100
Individual written assignment	100
Mid-term exam	200
Final exam	200
Group project	350
Online contributions	50
Total	1000

Percentage range	Grade
90.0% - 100.0%	A
80.0% - 89.9%	B
70.0% - 79.9%	C
60.0% - 69.9%	D
< 60.0%	F

I would like to emphasize that ***I do not negotiate grades!*** If you have difficulty with the course, see me in time to do something about it.

Academic Honesty

You are expected to abide by the CBA Student Code of Ethics. In keeping with CBA policy, *evidence of academic dishonesty, including cheating on an exam, will automatically result in a failing grade for the course and disciplinary review by the University. Cheating on exams will absolutely not be tolerated.*

Plagiarism is also a form of academic dishonesty. It includes passing off someone else's work or ideas as your own, or paraphrasing material from a source (e.g. the Internet) without proper acknowledgement and citation (whether from web or hard copy sources).

Changing one or a few words from an original source can constitute plagiarism. *I may use an electronic service to check for plagiarism.*

To avoid plagiarism, do not copy chunks of material from your sources. You are expected to read the material, and then express the ideas in your own words while giving credit to the source. Plagiarism is such a serious offense it is grounds for expulsion from the University and can mar your academic transcripts and reduce prospects for hiring and graduate program admission. See the UIC Student Handbook. Please consult me if you have questions. All cases of academic dishonesty will be vigorously pursued and brought before the University Disciplinary Committee.

Also not tolerated is passing off papers written for other courses as uniquely produced for this course. Courses are sufficiently distinct in content to warrant distinct papers. Instructors can easily spot plagiarized papers (in part or in total) as well as papers written for other courses.

To update yourself on the honor code for the college as well as your rights and responsibilities as a student, please review the CBA honor code:

<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

Disability Services

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

You can also find out more about disability services at UIC online:
www.uic.edu/depts/oa/disability_resources/index.html

Tentative schedule

The schedule may change over the course of the semester. Please check Blackboard regularly for updates to the schedule. In addition to the readings listed in the syllabus, for some class meetings I will also ask you to read a short case or a current article. These will either be from the textbook or made available on Blackboard. I will post information about these readings at least one week in advance.

Date	Topic	Readings/ Assignments
Tuesday, Aug. 28	Course overview	
Thursday, Aug. 30	Introduction to Global Marketing	Ch. 1
Tuesday, Sept. 4	Global Strategy and project review	Read project guidelines
Thursday, Sept. 6	Global Marketing Research	Ch. 7 – Form teams for project
Tuesday, Sept. 11	The Global Economy	Ch. 2
Thursday, Sept. 13	The Global Economy	Ch. 2
Tuesday, Sept. 18	Cultural and Social Forces	Ch. 3
Thursday, Sept. 20	Cultural and Social Forces	First online discussion due before class
Tuesday, Sept. 25	The Political and Regulatory Climate	Ch. 4
Thursday, Sept. 27	The Political and Regulatory Climate	Ch. 4
Tuesday, Oct. 2	Global Markets	Ch. 5
Thursday, Oct. 4	Global Competitors	Ch. 6 Second online discussion due before class
Tuesday, Oct. 9	Midterm	
Thursday, Oct. 11	Global Participation Strategies	Ch. 8 & 9
Tuesday, Oct. 16	Global Participation Strategies	Ch. 8 & 9

Date	Topic	Readings/ Assignments
Thursday, Oct. 18	Global Participation Strategies	Ch. 8 & 9 Third online discussion due before class
Tuesday, Oct. 23	Global Product and Branding Strategies	Ch. 10 & 11
Thursday, Oct. 25	Global Product and Branding Strategies	Ch. 10 & 11
Tuesday, Oct. 30	Global Product and Branding Strategies	Ch. 10 & 11 Fourth online discussion due before class
Thursday, Nov. 1	Global Pricing and Distribution Strategies	Ch. 12 & 13
Tuesday, Nov. 6	Global Pricing and Distribution Strategies	Ch. 12 & 13 Individual assignment needs to be uploaded on Blackboard by the end of the day.
Thursday, Nov. 8	Global Pricing and Distribution Strategies	Ch. 12 & 13
Tuesday, Nov. 13	Global Promotion and Advertising	Ch. 14 & 15
Thursday, Nov. 15	Global Promotion and Advertising	Ch. 14 & 15 Fifth online discussion due before class
Tuesday, Nov. 20	Team work	
Thursday, Nov. 22	<i>Thanksgiving</i>	
Tuesday, Nov. 27	Group presentations	All group projects due
Thursday, Nov. 29	Group presentations	
Tuesday, Dec. 4	Group presentations	
Thursday, Dec. 6	Group presentations/ course summary	
Week of finals	Final exam – see online schedule for date and time	