

International Marketing MKTG 572

Fall 2012, University of Illinois at Chicago

Instructor

Dr. Anne Mägi

Classroom: LH 120

Office: UH 2115

Meeting time: Tuesdays 6 – 8.30 PM

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

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Required Materials

Global Marketing (7th Edition) by Warren J. Keegan and Mark Green, Prentice Hall. The book is available on Amazon and most major textbook retailers. An e-textbook version is available on coursesmart.com

CountryManager manual and software. You will receive an e-mail from Interpretive Software containing your username and password, and you can order and download the manual and software online from interpretive.com. The cost of the software is \$39.95.

Any additional readings that may be assigned will be posted on Blackboard.

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 objective of the course is to provide you with a method for analyzing world markets and tools needed to develop marketing strategies for the global market place. We will use both in-class discussions based on readings, cases and assignments, as well as an online simulation game – Country Manager – to reach this objective. In the simulation game, your task is to develop and implement a plan for launching a consumer product into the Asian market.

Participation and attendance

Given the importance of in-class discussions, class attendance is mandatory. ***If you have to be absent, you need to notify me before class by email.*** Two (2) 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 two 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 arrive late or 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.

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.

Since this is an evening class, and some of you are coming directly from work, you are allowed to bring food or drink that you can consume without disturbing others (e.g., energy bar ok, Big Mac meal not ok.).

Group Project: the Country Manager Simulation

Country Manager is an online simulation game in which teams will launch a product on the Asian market. This will allow the class to experience issues that a company may face when entering a foreign market. You will work on this simulation throughout the semester in groups. Your task is to execute a sequential entry into the Asian market, and your team's primary goal is maximizing your overall cumulative contribution for the region. Your secondary goals are maximizing your market share and brand equity in each country that you enter.

In the beginning of the semester you will play a few practice rounds of the simulation as individuals. We will also discuss the AllStar Brand case found in the manual in class, and each of you will take a graded online quiz on the case.

For the main part of the simulation, you are responsible for your decisions as a group. You will elect a team leader who will be the only one who can advance the simulation to the next period. Please make sure that you elect someone who does not have conflicts in making sure that decisions are submitted by the assigned due dates. You will turn in one decision per week for eight weeks. Please review your decisions carefully before

submitting them online since you cannot replay decisions during the actual game. Your team will be given one (1) period of replay (for any period you choose), to recover from a significant error. Each team plays against the computer and the actions of the competitors in the game are generated by the software.

Decisions are due on the Tuesdays listed in the syllabus by the end of the day.

Assessment of the simulation game

You will turn in a marketing plan in the beginning of the simulation, and a final report at the end of the semester in which you report on and assess your results.

The marketing plan part of the assignment will be graded based on how thoroughly you use the information available in the simulation about the various country markets, and the realism of your plan. The marketing plan should include the following parts: SWOT analysis, market entry strategy, segmentation and targeting strategy, a specification of the marketing mix strategy, or strategies, you will use for each country market you decide to enter, and expected results in terms of key metrics. The marketing plan should be no more than 10 double-spaced pages excluding the executive summary, cover sheet and exhibits. It is worth 200 points.

The final report is graded based on your simulation results, as well as your analysis of why you did, or did not, reach the objectives set forth in your marketing plan, and, in the case you decide to change your initial strategy (which is perfectly fine), what made you change course. The more time you spend on decision-making during the simulation, the easier it will be to provide sound justification for the outcome of the game. The main sections of the report are a comparison of the actual strategy and results with the original plan (you must present your team's final performance results, e.g. income statement and key market measures; include lots of hard numbers in tabular or graph form), a discussion of key decisions over the course of the simulation, and recommendations for the brand moving forward. The final report should be no more than 15 double-spaced pages excluding the executive summary, cover sheet and exhibits. It is worth 300 points.

Detailed specifications for the content and formatting of both reports will be available on Blackboard.

Team issues

Each group will consist of four 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.

Students are expected to contribute equally to the simulation game and the country presentation. 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.***

Individual assignment 1: Country Presentation

Given that the simulation game will cover the Asian market, we will learn a lot about that part of the world through the game. However, there are unique aspects to every regional market. To learn more about other important markets, each of you will put together a brief country report to present to the class. This presentation should take about 5 minutes and you will turn in a hard-copy of your Powerpoint presentation to me, as well as a detailed fact-sheet (about two pages single-spaced).

A sign-up sheet with countries and presentation dates, and a detailed description of what this assignment entails, will be available on Blackboard. We will use about 30- 40 minutes of each class meeting throughout November to talk about countries in various regions around the world.

Individual assignment 2: Book report

Globalization is very much a current topic, which, not the least is apparent in the wealth of books on the market. To take advantage of this, one of your assignments this semester is to read a book on the topic (e.g., the World is Flat, by Tom Friedman), and to share what you have learned from the book with the rest of the group. You will also submit a written book review (no more than three pages double-spaced). I will post a list of potential book choice on Blackboard, but you are also welcome to select another book as long as I agree that it is relevant to this course. To ensure variety you cannot choose a book that has already been taken by another student, and all book selections have to be cleared by me.

Apart from providing a brief summary of the contents of the book, you should also tie the information to relevant sections in the textbook. Finally, you should provide your own opinion about the books ideas (It is not necessary to agree with the book's author). Detailed specifications for the book report will be posted on Blackboard.

Blackboard Website

I will utilize the Blackboard (Bb) web site for this course. 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	150
Individual Country Manager quiz	50
Country Manager: marketing plan	200
Country Manager: final report	300
Individual country report	150
Individual book report	150
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, will automatically result in a failing grade for the course and disciplinary review by the University.*

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/oaa/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 listed chapter readings, you will also be asked to prepare shorter cases for some of the class meetings. These could be either from the textbook, or made available on Blackboard. I will post information about these reading assignments at least one week in advance.

Date	Topic	Readings/ Assignments
Tuesday, Aug. 28	Course overview – Introduction to international marketing	Ch.1
Tuesday, Sept. 4	The global economic environment	Ch. 2 Groups should be formed for CM
Tuesday, Sept. 11	Introduction to the simulation and the Allstar case	Read simulation manual and Allstar case
Tuesday, Sept. 18	The global trade environment	Ch. 3 Complete CM quiz by the end of the day on Friday
Tuesday, Sept. 25	The global social and cultural environment	Ch 4 Individual practice rounds
Tuesday, Oct. 2	The political, legal, and regulatory environment	Ch. 5 Individual practice rounds
Tuesday, Oct. 9	Segmentation, targeting, and positioning	Ch. 7 Turn in marketing plan 1 st decision due
Tuesday, Oct. 16	Importing, exporting, and sourcing	Ch. 8 2 nd decision due
Tuesday, Oct. 23	Global market entry strategies	Ch. 9 All book reports due 3 rd decision due

Tuesday, Oct. 30	Brand and product decisions in global marketing	Ch. 10 4 th decision due
Tuesday, Nov. 6	Global pricing strategies Country presentations (Northern Europe)	Ch. 11 5 th decision due
Tuesday, Nov. 13	Global marketing channels Country presentations (Continental Europe)	Ch. 12 6 th decision due
Tuesday, Nov. 20	Global communication strategies I Country presentations (Eastern Europe)	Ch. 13 7 th decision due
Thursday, Nov. 22	Global communication strategies II Country presentations (Latin America)	Ch. 14 8 th decision due
Tuesday, Nov. 27	Strategic elements of competitive advantage Country presentations (Africa)	Ch. 16
Thursday, Nov. 29	Leadership, organization, and CSR Country presentations (Middle-east)	Ch. 17
Tuesday, Dec. 4	Country Manager wrap-up and course summary	Turn in final report
Week of finals	No class	Complete peer evaluations