

Marketing
Course Number: 29:630:371
Course Title: International Marketing

COURSE DESCRIPTION

This is a practical course focusing on International Marketing, covering from research to planning and emphasizing the cultural differences and the institutional challenges marketers face when crossing any frontier. The course covers an overview of world markets, cross-cultural management, assessment of opportunities, strategy planning and strategy deployment, applying certain practical tools as Kaplan & Norton's (2000) Strategy Map, McKinsey's template and a mental map, Harvard University's Negotiating Strategy, a Core Process Map and an Annual Operating Plan (AOP), among others, and will require the development of an International Marketing (team) project, involving the analysis of the economic, social, geographic, legal and political environments influencing managerial decisions.

COURSE MATERIALS

Required text: Cateora, P.R., Gilly, M.C. & Graham, J.L. (2009). International Marketing. Boston, McGraw-Hill Irwin. ISBN 9781259712357

Additional Readings will be posted on Canvas.

Class slides will be posted fully on Canvas, and by modules before class time.

Individual Assignments (IA): See below

Group Assignments (GA): See below

LEARNING GOALS AND OBJECTIVES

- To strengthen your knowledge of world markets and international marketing practices.
- To develop your ability to deliver clear, concise and convincing oral and written business presentations.

Students who complete this course will demonstrate the following:

- View and understand world markets, and their implications for International Marketing; learn the terminology; know the institutions, and their geopolitical arrangement.
- Find and/or develop instruments for data collection.
- Interpret International Marketing information.
- Apply knowledge and intuition to develop International Marketing strategies.
- Turn ideas into action (plans and process maps).

Students develop these skills and knowledge through the following course activities and assignments:

- Class and/or Canvas discussions that utilize both their knowledge of international markets and marketing strategic concepts
- Individual and group assignments that require students to utilize both their knowledge of international markets and marketing strategic concepts.
- Exams that test students' ability to utilize both their knowledge of international markets and marketing strategic concepts.

PREREQUISITES

The prerequisite for International Marketing is Introduction to Marketing (29:630:301), junior or senior standing, Marketing major.

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.

ATTENDANCE AND PREPARATION POLICY

If you expect me to prepare all class sessions, I would expect you to follow each module fully and in time, and to prepare appropriately for each class, participating in the discussions that ensue, and submitting the work assigned. Class and Canvas participation will represent 10% of your grade, which is the difference between an A and a B, or a D and an F, to be sure.

ASSIGNMENTS

INDIVIDUAL ASSIGNMENTS (IA)

There will be a few individual participation assignments as outlined in this syllabus, mostly in the form of article reviews and critiques which require basically four paragraphs: one summarizing the author's point, another examining how he or she supports his conclusions, a third one bringing up a properly cited opposing view, and the last one expressing your own opinion; further details will be given in class when it gets closer to the due date for each assignment. Assignments will be turned in via Canvas on the due date, not later.

GROUP ASSIGNMENTS (GA)

There will be one group assignment that carries through the whole semester, basically in the form of a progressive International Marketing project that spans from a conscientious choice of product or service and countries, a thorough Market Research and the definition of an appropriate Strategy, with a final team presentation. This requires group effort. The class will be broken up into small groups, ideally of four, and given a project to work on. Groups should be formed by class (social) dynamics. Groups may change or stay the same throughout the semester (it is up to you). **Teams will have the capacity to expel members who are not living up to their expectations.** In such cases, if the expelled member cannot find another group, he or she may end up doing all the work individually and will surely face penalties.

GROUP PRESENTATION

All groups will give a 20-minute presentation of their project close to the last day of classes.

CLASSROOM CONDUCT

Please adhere to professional behavior in class. Cellphones and other electronic devices should be shut off during class. Also refrain from texting, browsing, social media, wearing headsets, etc. just as you would expect your professor to do.

EXAM DATES AND POLICIES

There are two (2) exams in this course. Both exams will be online and will include material from the class slides and textbook, from any assigned readings and classroom discussions, even from Team projects. You are responsible for all material in the text, even if we do not cover it in class, which we will. There would be multiple choice questions, fill-in-the blank and true / false answers. In the case of multiple valid options, wrong answers will subtract points from the correct ones to keep anyone from clicking all the

options. Do not be fooled by the take-home, open-book nature of the tests for if you do not understand the question, you will not know where the answer is. Usually only few will get a perfect score each time. All exams must be taken by their due date.

GRADING POLICY

- Exams 40%
- Team Project 30%
- Individual assignments 20%
- Participation & Quizzes 10%

ATTENDANCE & PARTICIPATION

Attending class and actively participating in your learning is the corner stone of creating an interesting and meaningful class environment. You should attend class regularly and be on time (this will be facilitated this () by the asynchronous nature of most, but not all classes). Be prepared to ask and answer questions. From time to time, you may be called upon to answer some questions on the day's material. Therefore, it is to your benefit to come to class prepared. The class meetings will be a combination of lecture, class exercise and discussion. I strongly encourage each of you to participate. One way to participate is to provide your opinion about answers to the questions that others pose. Asking questions is as important to the learning process as having answers. Note that, you can be a participant in class discussion even if you are not present by sending your thoughts, responses and questions to me prior to class. If you must miss a class session for any reason, I expect you to make every effort to notify me prior to the class meeting.

Attendance is not equal to participation: Participation grades will be based on the instructor's observation during the lectures and discussions, oral or written. Both the quality of your comments (and questions) and frequency of your comments are important. It is possible that you attended all class sections and still get a 0% for participation.

A note on grade grubbing: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error.

COURSE SCHEDULE

Class Sessions	
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Class 1	Introductions/Class Layout
Class 2	NO CLASS
Class 3	The world market (s)
Class 4	Globalization (a two-way street)
Class 5	International Trade
Class 6	Cross- Cultural Marketing
Class 7	The Socio- Cultural Pyramid
Class 8	The Political Environment
Class 9	The Legal Environment
Class 10	FIRST PLANNING EXERCISE
Class 11	FIRST PLANNING EXERCISE (wrap up)
Class 12	Library Research Methods
Class 13	International Market Research
Class 14	Midterm Review
Class 15	Midterm Test/No Class
Class 16	Strategy Development: The Map
Class 17	Strategy Development: The Plan
Class 18	Taco Bell: Shanghai Exercise
Class 19	Taco Bell: Shanghai Exercise
Class 20	Strategy Development
Class 21	B-2-B in International Marketing
Class 22	Strategy Deployment: Core Process
Class 23	International Sales Channels
Class 24	Negotiating Strategy: 3rd Exercise
Class 25	The BSC and Marketing Metrics
Class 26	Final Review
Class 27	Final Discussion (re: presentation)
Class 28	Project Presentations
Class 29	Project Presentations
Class 30	Reading Day
Class 31	FINAL EXAMS WEEK TBA

This schedule may be subject to minor changes, either by mandate or by circumstances. Any change will be duly communicated.

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.]