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

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 expend 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/](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](http://business.rutgers.edu/ai) for more details.

COURSE REQUIREMENTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Dates</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Attendance (individual)</td>
<td>Throughout the course</td>
<td>5</td>
</tr>
<tr>
<td><strong>In-Class Team Activities + Team read-outs</strong></td>
<td></td>
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<tr>
<td><strong>4 Activities @ 3 points</strong></td>
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<tr>
<td>Act #1:</td>
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<td>Act #2:</td>
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<td>Act #3:</td>
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<td>Act #4:</td>
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<tr>
<td><strong>Exams</strong></td>
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<tr>
<td>#1:</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>#2: Final exam period</td>
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<td>25</td>
</tr>
<tr>
<td><strong>Marketing Headlines - Teams (to be based on marketing related topics) 3 @ 2 points</strong></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>#1:</td>
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<td>#2:</td>
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<tr>
<td>#3:</td>
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<tr>
<td><strong>Case Analysis – Team assignment</strong></td>
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<tr>
<td><strong>2 @ 3 points</strong></td>
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<tr>
<td>#1:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>#2:</td>
<td></td>
<td>3</td>
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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**
   - Type of government in place and its implications on free enterprise
   - Current elected officials

2. **Economic situation**
   - Currency and exchange rates
   - Top Three Industries
   - Population and Average Household Income (compare to the US).
     - GDP (compare to the US)

3. **Cultural Overview**
   - What is the country known for?
     - Religion
     - Language
4. **Local Business Practices and Business Etiquette in the country**
   - Include a list of do’s and don’ts. For example, greetings, time orientation, etc.
   - 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)**
   - 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**
   - 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.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 and above</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87.00 to 89.99</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>80.0 – 86.99</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77.0 – 79.99</td>
<td></td>
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<tr>
<td>C</td>
<td>70.0 – 76.99</td>
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<tr>
<td>D</td>
<td>60.0 – 69.99</td>
<td></td>
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<tr>
<td>F</td>
<td>59.99 and below</td>
<td></td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Weekly Content Plan</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Welcome &amp; Introductions, Review Syllabus, Course Expectations</td>
<td>Form teams for group assignments</td>
</tr>
<tr>
<td></td>
<td>Introduction to Marketing’s Changing Environment (presentation &amp; discussion)</td>
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<td></td>
<td>Form Teams &amp; Group Sync time</td>
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<tr>
<td>Week 2</td>
<td>Chapter 1: Introduction to International Marketing</td>
<td>Read Chapter 1</td>
</tr>
<tr>
<td></td>
<td>In-Class Activity #1</td>
<td></td>
</tr>
</tbody>
</table>
| 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 n  
Written Document  
PPT presentation | Instructions:  
Two students from each team to upload both 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 are pregnant, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

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

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/.

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/](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/](http://counseling.newark.rutgers.edu/)]

[Rutgers Counseling and Psychological Services–New Brunswick: [http://rhscaps.rutgers.edu/](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/](http://health.newark.rutgers.edu/)]

[Rutgers Health Services – New Brunswick: [http://health.rutgers.edu/](http://health.rutgers.edu/)]

If you are in need of legal services, please use our readily available services: [http://rusls.rutgers.edu/](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](http://www.ncas.rutgers.edu/rlc)]

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

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