

## Bus 446 International Marketing

**Instructor: Professor Mitch Wolf**

E-Mail: [mjwolf@calpoly.edu](mailto:mjwolf@calpoly.edu)

Office: 092M, C102

**Office Hours:**

**MW 4:00 PM**

**And by appointment**

**PREREQUISITES ARE ENFORCED.**

**Required Course Materials:** Course pack from HBSP

**Step 1:** Log on to <http://cb.hbsp.harvard.edu/cbmp/access/73104001>

**Step 2:** Create an account or log in if you have an existing account.

**Step 3:** Choose the correct course pack, select a format and proceed with the checkout process.

**Step 4:** After purchasing, you can access a digital copy of the first few chapters (if you selected a print format) or all chapters (if you selected a digital format) by logging into your account and clicking “**My Digital Materials**” to get started.

## COURSE DESCRIPTION

### Course Objectives:

The principal objective of this course is to help you develop a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets.

International Marketing is an upper level managerially-oriented course that addresses the challenges of developing and managing a global marketing effort. This course challenges you to *think critically* about how elements of global marketing will affect marketing efforts. During the quarter, you will learn about the key environmental forces shaping consumer needs and preferences, the impact of foreign political and economic factors on companies, the influence of international competition, market segmentation and strategy decisions specific to international marketing.

- \_To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues
- \_To understand how companies adjust their international marketing strategies based on the global environmental changes (e.g., globalization)
- \_To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing
- \_To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
- \_To build communication and teamwork skills through the group project
- \_To familiarize students with extant “tools” of international marketing beyond the textbook such as the Internet, government databases, etc.

The teaching method of this course is based upon cases that will force us to get to the root of the issues quickly and with focus. The cases are group assignments and should be presented in

PowerPoint. That does not mean you do not conduct a complete analysis, it means you need to be succinct in your presentations. Prior to beginning to work on the cases, you should thoroughly read the material by Ellet from The Case Study Handbook that I have posted on Blackboard, as this outlines how I want you to approach these "decision" oriented cases. You should discuss these with your team as well, because much of your success in this course will come from how you apply your analysis to cases.

For those of you accustomed to just "one right answer" to marketing questions, this course will force you out of that box. In most cases, there are choices not only about what strategies to use in the analysis, but also how to execute the marketing plans. Also, you will have to make significant assumptions in order to work on these cases; my expectation is that you will justify these assumptions based upon the reading or the case facts.

Please think hard about case preparation; it is not just an exercise in reading and memorizing. There are some suggestions in the Ellet material to help you with this. Pay special attention to pages 10-17 in the reading entitled "How to Analyze a Case." Multiple readings are essential, followed by a structured discussion with your team. We will talk about this in class, but I point this out because your success in this course will be dependent on how hard, and effectively, you work on the cases.

There will also be lecture notes and assignments posted on PolyLearn

## **COURSE LEARNING GOALS AND OBJECTIVES**

### **Specific Learning objectives:**

Students will be able to:

LO1: Acquire information about international markets and use it to (a) describe customers, (b) understand markets,

and (c) make marketing mix decisions

LO2: Present and defend international marketing recommendations, using marketing terminology

LO3: Illustrate an understanding of business activities in a global environment. (BSBA LO 3.2)

LO4: Demonstrate effective written skills

LO5: Demonstrate effective participation in teams

This will generally be divided into sections on the following:

- Scope of International marketing
  - Start-ups
  - New ventures
  - Changing Face of U.S. Business
  - Progression of Becoming a Global Marketer
- Dynamic Environment of International Trade
  - GATT
  - NAFTA
  - WTO
  - IMF

- Currency Fluctuation
- History and Geography as Influences on Global Marketing
  - Affect of History on Country's Culture
  - Effect of Geographic Diversity on Marketing
- Cultural Dynamics in Assessing Global Markets
  - Importance of Culture in Global Markets
- Global Management and Marketing Options
- Forecasting sales for International Ventures
- Logistics of International Business and Marketing
- Trade and Marketing Barriers

### GRADING

Grading is based on exams from the lectures and the assignments. Grading for the class will be based on 100 points (all grades are rounded up, so a 89.51 will be a 90) where:

<i>Number → Letter Conversion</i>		
<i>Numerical Grade</i>	<i>Letter Grade</i>	<i>Equivalent on 4.0 scale</i>
≥ 97.5	A+	4.0
≥ 92.5	A	> 3.7
≥ 90.0	A-	> 3.3
≥ 87.5	B+	> 3.0
≥ 82.5	B	> 2.7
≥ 80.0	B-	> 2.3
≥ 77.5	C+	> 2.0
≥ 72.5	C	> 1.7
≥ 70.0	C-	> 1.3
≥ 67.5	D+	> 1.0
≥ 62.5	D	> 0.7
≥ 60.0	D-	> 0.0
< 60.0	E	0.0

### **Group Grades:**

Your case assignments and group projects depend on group grades. **Peer reviews** have a direct impact on the individual grade. **If there is an issue about a member's performance, bring that to my attention immediately. Do not wait until the last week of class!** All group members are expected to communicate with each other about a project throughout the quarter. If class is missed for any reason, it is the responsibility of the student that missed class to learn about all assignments and changes in assignments from the group. All group members must participate in the statistical analysis and presentation preparation. There is *no excuse for miscommunication*. Every student can be reached through email in Blackboard. **Members must work collegially, respectfully, and professionally with group members.** If a group member misses an assignment or does not contribute, a zero grade will be given. The remaining group members are expected to complete the project if they do not receive the help of a group member,

**Any questions about grading and answers on exams should be presented to the instructor in writing during office hours, not during class time or before or after class in the classroom.**

### **CLASS MEETING TIME:**

This class will convene at all class times throughout the quarter, unless instructor indicates otherwise.

It is important for the student to take notes during lectures, student presentations, and discuss questions with the instructor during class or during office hours. Information provided in the lectures is essential for the student to successfully complete the course.

Students are responsible for all material in the **assigned readings and all material presented by the professor, professional speakers, and other students in group projects.** All material discussed in class and research are topics for exams.

### **PARTICIPATION:**

- ☑ All students are expected to attend every class session and responsibly participate in class and team meetings.
- ☑ Please bring a “ nameplate” with you to class so your classmates and I may more easily learn your name.
- ☑ It is important that you arrive on time and do not leave early, as late entrances and early exits are disruptive and inappropriate.
- ☑ Please turn off or set on inaudible all electronic devices.
- ☑ If you have a verifiable university-sanctioned reason for missing an assignment, such as illness, death, field trip, military obligation, or religious holiday, please speak with me in advance or as soon as possible. Otherwise, late work will not be accepted.

## ***TENTATIVE COURSE SCHEDULE\****

<u>Week</u>	<u>Topic</u>
1	Introduction to International Marketing Group selection
2	International Trade Environment
3	Affect of Cutlure on International Marketing
3	International Marketing Research
4	Global Marketing Entrance Options
5	Trade Barriers Affecting Marketing
6	Advertising in the International Markets
7	Logistics
8	Multinational Market Regions and Market Groups
9	Exporting and Importing Challenges

### ***Major Assignments***

Project/Exam	Timing	Percent of Grade
Expanding US brands into the Global Market	1/11	3%
First WSJ article due	1/16	7% (all articles)
IKEA Case	1/18	8%
NETFLIX Case	1/25	8%
Tea Survey's Distributed	2/6	
RWANDA Article	2/6	
PUMA case	2/1	8%
PEUGEOT Case	2/8	8%
Surveys Due - online	2/15	3%
CUBA Case	2/22	8%
Secondary Analysis Tea market	2/27	8%
SOWETO GOLD Case	3/1	8%
Survey Analysis	3/8	8%
YUSHAN BICYCLE Case	3/13	8%
International Licensing Article	3/13	
<b><i>Marketing Plan Presentations</i></b>	3/15-3/20	15%

#### **Bus 446 International Wine Project**

There is a projects that the class will be doing this quarter. Half of the class will work on one project and half on the other. The project will be developing a marketing plan for selling a branded tea product from a Rwanda tea plantation to the U.S.. Primary and secondary research will be required. Specific deliverables will be discussed during class.

#### **Wall Street Journal Readings**

Each week you will be responsible for reading an article from the WSJ that relates to international marketing or business. You will write a one page analysis of the article identifying the key marketing issues that are applicable to the international market place. You will have a broad choice of topics. They can range from currency issues, trade issues, international retailing, product marketing, or political factors that may affect international marketing. The articles will come from the previous week's editions. You will be responsible for presenting your analyses in class. All article analyses will also be submitted in written form. The analyses will be due each Tuesday. It is suggested that you subscribe to the Journal, although you may wish to use the library edition. Use this link: <http://r.wsj.net/jc8bN> . The first article is due 1/16. All the other articles will be due each Tuesday. The last article will be due 3/13. There is a total of 8 articles. Articles will not be accepted late.

