

The University of Guelph
Department of Marketing and Consumer Studies
College of Management and Economics, Winter 2011

International Marketing
Course Number: MCS 4600 - Section (02)

The course outline and schedule are subject to change at the discretion of the course instructor

Course Information

Course Name:	International Marketing		
Course Number:	MCS 4600		
	Course Section Information		
	Section	Location	Time
	Section 2	MACS 121	Tu: 7:00pm-9:50pm

Instructor Information

Instructor:	Dr. Brent McKenzie, B.A, Bus. Dip., M.B.A., Ph.D.		
Office:	MINS 202A		
Office Telephone:	519.824-4120 Ext. - 52111 [MCS Office: Ext. 53095]		
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Office Hours:	TBA	By appointment	
	Teaching Assistant:	Hours: (email) Weekly contribution monitoring	

Required Text

- Usunier, J.C. & Lee, J.A. (2009), *Marketing Across Cultures*. Prentice Hall, ISBN – : 0273713914 (UL)
 - Additional readings as assigned
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Course Description & Objectives

Course Description:

The focus of this course is to introduce the complex role that marketing, consumer behaviour and consumption plays within an international context. Knowledge of customers is one of the cornerstones for developing sound business strategies, and there is a need to better understand the diverse aspects of consumer behaviour that marketers must cater to in the global

marketplace. The course will focus on both consumer behaviour theory, as well as the integration of regional, global, and cultural variables that marketers must account for in developing marketing programs and strategies within an international context.

Prerequisites: 10.0 Credits, Registration in the B.Comm. Program (Marketing Management Major). "Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

Course Objectives:

This course will provide the student with an opportunity to apply the concepts and theories of international marketing to real global marketing problems through case analysis and discussion. The aim of this course is to provide students with a more concrete understanding of how marketers account for cultural similarities and differences in the development and implementation of marketing practices, in the field of advertising, product and service development and usage, retailing, and communications. International Marketing is designed to integrate the fields of marketing, consumer behaviour, culture, and globalization in order to provide students an opportunity to both link the international content from their earlier courses in the BComm program, within the context of marketing practices and consumer decision making in a multi-cultural environment.

Course Format

This course takes an international perspective, and is best delivered by both direct and participative learning methods. Thus, roughly ½ of the in class time focuses on traditional lectures with the balance of class time devoted to case and group discussions. The expectation is that you will learn from your fellow colleagues in the course as much as from lectures and outside reading. The course lectures will focus both on the theoretical underpinnings of international marketing, and will be linked to actual international marketing experiences in order to demonstrate the application of the theories discussed. Selected popular press readings of international marketing successes and failures, and case studies will also be utilized.

Grading

Grading Weights for Evaluation Components	
In class quiz	15%
Individual, Country Analysis Paper	20%
Team, International Marketing Project	40%
Class Contribution	25%
Total	100%

Quiz – 15% of overall grade

There will be one (1) in class quiz for this course held during **Week 9**. The purpose of the quiz is to test the student's knowledge of the theories/concepts covered in the course. The quiz will

be **60 minutes** in length. Additional information concerning the format etc. will be provided in class and on the CourseLink web-site.

Country Analysis Paper – 20% of overall grade

Each student will write a **3-5 page** (~ 750-1250 words, 12 font, 1 inch margins, double spaced) research paper about the marketing practices in an international country. The purpose of the assignment is to provide the student with the opportunity to research how marketers successfully operate in that country. The goal is for the student to compare and contrast the marketing practices in that country, with similar practices here in Canada/North America.

During class in Week 2 each student will be assigned a country by the instructor. The student must write their paper about marketing practices in that country. Thus, there is a research component to this assignment, and the paper will be evaluated based on originality, the depth of the analysis, and the student's ability to apply concepts/theories from this and other marketing courses which they have completed. A **hard copy** of the assignment is due **AT THE START OF CLASS, WEEK 7**, and an email attachment sent to the course GTA. The research search must include between 5 and 10 different sources (for example, books, journal articles, newspaper/magazine articles, personal experiences, etc.) **NO WIKIPEDIA REFERENCES.** *There are no exceptions to this requirement, and no late submissions will be accepted.*

Additional details will be provided in class and on the CourseLink site.

Outline of Paper

Suggested Pages

- | | |
|--|---------|
| (1) Briefly summarize the country and the area of marketing you will discuss | 0.5-1.0 |
| (2) Discuss the similarities and differences between marketing practices (areas for comparisons can focus on the 4-P's, marketing strategy, segmentation, consumer behaviour, etc.) between the country and those in Canada/North American | 2.0-3.5 |
| (3) Brief conclusion | 0.5 |

Overall Length: 3.0-5.0 pgs.

International Marketing Project – 40% of overall grade

During the **second** week of class, students must **form teams of 3 or 4 (no more, no less)**. The purpose of the team project is to provide an opportunity to apply the theories and ideas about international marketing discussed within the course with actual international marketing practice.

Requirements

(a) During class in **WEEK 4**, each group will be given their company/brand.

(b) Find an example of both a Canadian/American advertisement of the company/brand you have been given, and for that same product/service/brand, and one from **two** other countries – the advertisements can be print based (i.e. from a newspaper, magazine or other venue that can be printed out – therefore on-line ads would also be acceptable), or video based (TV commercial, online commercial).

(c) Discuss as a team how you believe the company **has/has not adapted** the advertisement, or their advertisement of that brand, in the two international markets.

(d) Present your opinions as to how well you believe the company has done in matching the advertisement to the culture and consumer behaviour of the three markets (you must include

concepts we cover in class/text and other outside research materials, if appropriate, in your discussion). The written portion of the paper must be between **7 – 10 pages** (approximately – 1750-2500 words - double spaced, 12 font, 1 inch margins), plus appropriate appendices and references (in addition to the 7-10 pages). On the **due date, at the start of class WEEK 10**, all groups **must hand in a hardcopy of the project, and email a softcopy of the report AND the softcopy of the presentation to the course GTA**. *There are no exceptions to this requirement, and no late submissions will be accepted.*

Outline of Project

	Suggested Pages
(1) Briefly summarize the product/service advertised, and the company/brand	1.5-2.0
(2) Discuss the similarities and differences between the three advertisements	1.5-3.0
(3) The groups' opinion as to how the advertisements align with Int'l Mktg theory	3.0-4.0
(4) Brief conclusion	1.0

Overall Length: 7.0-10.0 pgs.

Suggested Sources for Advertisements

In addition to visiting the web-sites of the specific companies/brands, domestic and international magazines/newspapers are the best bet (most will also have web-sites as well). General business publications such as Business Week, European Business, Forbes, Financial Times, would be a good place to start – it is suggested a visit to the periodicals sections at the UG Library would be a good way to search for advertisements. You can also find quite a number of International TV commercials online, as well as sites such as YouTube. Remember, that you must be able to show the commercials in class as part of your presentation.

Frequently Asked Questions

(Q1) What we select foreign advertisements that are in languages we don't know?

(A1) Your team could either try and find someone to help with the translation (or even try Google Translator), but a better option would be to choose advertisements that conveys a lot through their look, and not necessarily their text – your team can then comment on the nature of the visuals and how they do/do not align with how your understand that culture would relate

(Q2) Do I really have to go to a library?

(A2) No, but as noted above, just flipping through different magazines gives a sense of how different companies/brands advertise

(Q3) What is the best way to “know” about the culture of the international advertisement countries?

(A4) As we will discuss during the term, there are a number of ways that different researchers and research teams have categorized cultures – by looking at how people like Hofstede, Schwartz, and cultural models such as the World Values Survey, and the GLOBE study have classified cultures/peoples/countries, provides the basis for your team's discussion of why your team believes/does not believe that the advertisements are appropriate to the culture and consumer behaviour of the two countries

(Q4) Can our team pick our own brand/product/service?

(A4) No, each team will be given their brand to ensure a breadth of types of products/services, and also to allow for a number of countries/cultures to be studied.

Evaluation of the Written Paper – 80% of the Overall Grade

The approximate weightings of the grading of the project follow the suggested outline:

(1) Introduction and summary of the brand/product/service:	10%
(2) Overall clarity of the paper:	15%

- (3) Advertisement comparisons: 25%
- (3) Your opinions, application/Secondary research: 40%
- (4) Conclusion: 10%

* all secondary/primary information sources must be properly referenced (APA or other appropriate – *i.e. clear to the reader as to the source* – referencing is required and is in addition to the 7.0-10.0 page requirement).

Project Presentations – 20% of the Overall Grade

- (1) All projects will be presented during class time during **WEEKS 10, 11, and 12** (based on the number of groups in each section) – the order will be determine in **WEEK 6**.
- (2) Each presentation must be 15-20 minutes (no more) plus allowing for 5-10 minutes of class questions.
- (3) The presentation should summarize the major findings from your project, including any challenges your group had in terms of completing the assignment.
- (4) Each group must provide either by way of hand out, or PowerPoint presentation, video, etc. the advertisements that your group used.

Each student will complete an evaluation form for each group presentation (except their own).

NOTE: Each group will determine the grade percentage assigned to each group member. If unequal percentages are assigned, there must be supporting documentation to this effect. Therefore is it strongly recommended that each group track their project meetings, work, etc. It is expected that all members of a group will contribute equally to the project effort.

Additional instructions, due dates, etc., will be discussed during the first week of class, and will also be available on the course web site.

Class Contribution – 25% of overall grade

ALL STUDENTS MUST HAVE (and display) THEIR NAME CARD AT ALL TIMES DURING CLASS TIME

This course, as an upper year course, encompasses and builds upon the student’s previous exposure to the field of Marketing, and thus there is a high expectation in terms of the quality of the comments and discussions made as part of their class contribution. All class members will be expected to actively contribute to the in class discussions, both on the readings materials, as well as the case discussions (see below). This will have an impact on your overall class contribution grade.

NOTE: to assist in the determination of the student’s in-class contribution grade, students will be required to complete self-evaluations of their in-class performance and post them to the COURSELINK website - see course web site for more details.

Case discussions

One of the best ways to learn about International Marketing and Culture is to study business cases that focus on this topic. Thus, during the term we will discuss a number of marketing strategy cases. There will be approximately **5-6 cases** discussed during the term. It is expected that each case discussion will last 30-60 minutes in length.

The format of the in class case discussions are as follows:

The course instructor (or the graduate teaching assistant) will act as the facilitator/chair of the discussions. Everyone must have read the case prior to class. In addition, it is expected that the student will try and make some notes about what you see is the key problem/opportunity in the case, and make an attempt to at least review the discussion questions. If included in the case, please use the questions as a guide to how the case review will begin, **but do not assume this is all that will be covered in the case discussion.** A key part of using cases is to be able to draw on your knowledge and experiences that may also be relevant to the discussion. The aim is to talk through what you believe the case is about and what you think needs to be done from an international marketing, or cultural perspective. During case discussions you need to be comfortable with hearing a number of different perspectives, PLUS being comfortable with challenging your fellow students if there are things that you see differently (but please stick to the case!). The case discussions represent a significant opportunity to do well in the Class Contribution portion of your grade (**note: a minimum of 30% of your overall class contribution grade will be based on your contribution during the case discussions**), but please do not just “participate for the sake of participation” as your grade is based on your ability to add to the case discussion.

Case Preparation Requirements:

The student should come to class prepared to answer both general and specific questions about each case. As such, **students will be called upon by the instructor to answer questions about the case.** Although a great number of you have probably used cases in other courses, and there is no one way to analyze a case, here is a checklist of terms that may assist you in putting your thoughts together for the class discussions.

- (1) Problem Identification (*the problem, not the symptoms*)
- (2) Qualitative Analysis (*subjective evaluation*)
- (3) Quantitative Analysis (*objective evaluation*)
- (4) Recommendations (*what has to be/should be done?*)
- (5) Other (*what else will help in my analysis?*)

Course Outline Schedule

Course Outline Schedule for International Marketing - MCS 4600		
Date	Topic	Readings
Week 1 Jan 11	1. Introduction to course – Review of course syllabus 2. Discussion of Individual and Team assignments/case discussion format 3. Why do we need to study international marketing?	
Week 2 Jan 18	1. Culture and its impact on marketing performance 2. Cultural models- Hofstede/Schwartz/WVS 3. Form groups for team assignment 4. Assign Individual paper Country	UL 1,2,3

<p>Week 3 Jan 25</p>	<ol style="list-style-type: none"> 1. NO CLASS THIS WEEK 2. Requirement – submit through the Courselink website the following information about your project country (1) Name of Country (2) Capital City (3) Population (4) Current political leader of the country (5) Per Capita GDP (6) The names or brands of 3 to 5 domestic products 3. This information must be posted no later than 7:00pm on Tuesday January 25th 	<p>UL– 4,5</p>
<p>Week 4 Feb 1</p>	<ol style="list-style-type: none"> 1. International Marketing Research 2. Assign team project companies/brands 2. Case #1, #2 	<p>UL-6</p>
<p>Week 5 Feb 8</p>	<ol style="list-style-type: none"> 1. The marketing mix in the international context 2. Case #3, #4 	<p>UL – 7, 8, 9</p>
<p>Week 6 Feb 15</p>	<ol style="list-style-type: none"> 1. Communication of order of team project presentations 2. The marketing mix in the international context (cont.) 3. Case #5 4. In class activity 	<p>UL-10, 11</p>
<p>Week 7 Mar 1</p>	<ol style="list-style-type: none"> 1 Individual Papers due at start of class 2 Case #6, TBA 3 In class activity 	
<p>Week 8 Mar 8</p>	<ol style="list-style-type: none"> 1. International Marketing Communication 	<p>UL-12, 13, 14</p>
<p>Week 9 Mar 15</p>	<ol style="list-style-type: none"> 1. Dark tourism video/discussion 2. <u>International Marketing Quiz</u> 	
<p>Week 10 Mar 22</p>	<ol style="list-style-type: none"> 1. <u>PROJECTS DUE AT THE START OF CLASS</u> 2. International Marketing Presentations 	
<p>Week 11 Mar 20</p>	<ol style="list-style-type: none"> 1. International Marketing Presentations (cont.) 	

Week 12 Mar 27	1. International Marketing Presentations (cont.) 2. Course Wrap up	
TBA	Website – discussion questions, review materials guides, etc.	

The course outline and schedule are subject to change at the discretion of the course instructor (certain dates or planned activities may shift).

Code of Behaviour

Students are expected attend all classes, and to remain in attendance throughout the entire class. It is also expected that students will remain focussed on the activities during the class.

Disruptive talking will not be tolerated. If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class).

If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material.

MOBILE PHONES – they must be turned off, and not used at any point during class time (including text messaging, etc.) without specific permission from the instructor – any student using their cell phone during class time will be asked to leave for the remainder of that class – THERE ARE NO EXCEPTIONS TO THIS RULE

LAPTOPS – NO LAPTOPS OR OTHER WEB CONNECTED DEVICES MAY BE USED IN CLASS WITHOUT PRIOR APPROVAL BY THE INSTRUCTOR – approval will only be given upon assurance that the laptop will solely be used for note-taking – there are no exceptions to this rule (a signed form is required)

Plagiarism: "Students must write their own essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence

Academic Cheating: For any testing session, including computer-marked multiple-choice tests and exams, the use of software to check for unusual coincidences in answer patterns that may indicate cheating may also be employed.

Other Relevant Academic Policies/Regulations: All students are advised to refer to the Academic Calendar:

(<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>)

Other/Misc.

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) extraordinary circumstances.