



College of
**Business +
Economics**

Department of Marketing & Consumer Studies
MCS*4600
INTERNATIONAL MARKETING
Winter 2018

Instructor(s): Victoria Taylor, MSc. Marketing & Consumer Studies
Email: vtaylo01@uoguelph.ca
Office Hours: by appointment

Class Times and Location: **MINS 300, Tuesdays 7:00pm-9:50pm**

Course Description and Objectives:

This course examines the study of marketing in a global context with specific emphasis on the strategic implications of marketing in diverse national cultures. Included for study are the global marketing environment, competitive challenges and opportunities in international marketing, the cultural environment of global marketing, assessment of global marketing opportunities and the development of global marketing strategies.

The course aims to enable students to understand international marketing as a managerial challenge.

Throughout the course, students will develop skills required to navigate challenges and opportunities confronting today's international marketers and to formulate international marketing strategies. The course objectives include:

1. An emphasis on understanding, application and generalization;
2. A balanced learning experience of practical application and fundamental concepts;
3. Discussion of the issues pertaining to product, price, promotion and distribution decisions in the international context;
4. An overview of key issues in globalization;
5. An appreciation for cultural adaptation in marketing programs.

Learning in this course will be encouraged through a combination of lectures, case studies, group projects and class discussion.

Course Materials and Resources:

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

Main Text:

Global Marketing (GM), Warren I. Keegan, and Mark C. Green. The Ninth Edition, Pearson, 2015.

Recommended Readings:

Globe and Mail, Business Week, Fortune, Forbes, the Wall Street Journal, and other periodicals with international content.

Department of Foreign Affairs and International Trade:

<http://www.international.gc.ca/international/index.aspx?view=d>

Export and Development Canada: <http://www.edc.ca/>

Ministry of Economic Development and Innovation:

http://www.ontariocanada.com/ontcan/1medt/en/about_main_en.j

On-Line Communication:

- Main form of communication will be through CourseLink – please be sure to check this often for updates and changes.
- I will be communicating with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Marks allocated	Dates
Participation <i>Attending Presentations</i> <i>In-class attendance and activity submission</i>	20% 4% 16%	03/27/,04/03 Ongoing
Exams <i>Exam #1</i> <i>Exam #2</i>	50% 25% 25%	Feb. 13 th Mar. 20 th
Group Project <i>Written Report</i> <i>Presentation</i>	30% 18% 12%	April 6th 03/27/,04/03

Unless you have discussed an extension well ahead of the due date, late penalties of 20% per day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

Course Philosophy and Approach:

The approach for this course will be a combination of lectures, class discussion, case analyses and group work. The multi facet approach is meant to help students learn and apply theoretical philosophies to real business problems. This will allow students to strategize best business decisions to be applied and gain an in-depth understanding of key marketing implications in international business.

It is expected that students come to class prepared to participate and discuss key topics being covered and apply theories from previous classes. The students are accountable for their own learning and need to 'own' their classroom experience with the instructor's support.

Participation

I expect you to be prepared for class. Assigned readings should be reviewed in detail prior to class. For cases, you should be ready to discuss the case, your analysis, and recommendation for each class.

Guest Speakers

During the semester, there will be guest speaker(s) who are currently engaged in varied aspects of global/international marketing. It is expected that each student attend and participate in these presentations by asking relevant questions or sharing opinions and comments as this will have a material impact on your class contribution grade.

Group Work

You will participate in a group project throughout the term. The group should address group problems or conflict in a timely fashion. I am available to assist groups who experience problems. For each group assignment each member of the team is required to submit an individual peer evaluation for each other member.

Group Project:

For the group project, a written report and presentation is required. Students can choose their own groups of 5 members. Full rubric and report outlines will be provided in class and posted on CourseLink.

Course Schedule and Key Dates:

Class	Date	Topic	Pre-Class Activities/ Readings
1	Jan 9	Course Overview: Learning Objectives, Course Outline, Evaluation. Topic: Overview of International Marketing	Chapter 1
2	Jan 16	Topic: The Global Marketing Environment	Chapter 2-5 Starbucks Going Global Fast Case 1.1
3	Jan 23	Topic: Approaching Global Markets: Market Research, Segmentation, Targeting & Positioning	Chapter 6 & 7 Case 6-2: Research Helps Whirlpool Keep Its Cool at Home, Act Local in the Emerging Market
4	Jan 30	Guest Speaker	
5	Feb 6	Topic: Approaching Global Markets: Global Market Entry Strategies, The Global Marketing Mix: Brand & Product Decisions in Global Marketing	Chapter 8, 9, 10 Case 9-1: Starbucks Takes Coffee Culture Around the World
6	Feb 13	EXAM #1 IN CLASS	Covers all chapters to date*
	Feb 20	WINTER BREAK: NO CLASS	
7	Feb 27	Topic: The Global Marketing Mix: Pricing Decisions, Global Marketing Channels & Physical Distribution	Chapter 11, 12 Case 12-1: Can Walmart Crack the Retail Code in India?
8	Mar 6	Topic: The Global Marketing Mix: Communications Decisions – Advertising & PR, Sales Promotion, Personal Selling & Special Forms of Communication	Chapter 13 & 14
9	Mar 13	Topic: The Global Marketing Mix: Global Marketing & the Digital Revolution	Chapter 15
10	Mar 20	EXAM #2 IN CLASS	Covers chapters 11-15*
11	Mar 27	Presentations	
12	Apr 3	Presentations	

**Note: The schedule of learning activities may require modification from time to time and are subject to change. Any changes will be announced in class and/or on the CourseLink site.*

Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration:

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays:

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).

3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).