

International Marketing MCS4600 Fall 2010

General Information

Instructor: Dr. Lefa Teng
Section 1: Wednesday, 7:00pm-9:50pm
Office: MINS 213 A
Phone: 824-4120, ext. 53818
Office Hours: W 9:30am-11:30am
Email: leteng@uoguelph.ca

Course Description

This course examines the study of marketing in a global context with specific emphasis on the strategic implications of marketing in different country cultures. Included are the global marketing environment and the competitive challenges and opportunities confronting today's international marketers, the cultural environment of global marketing, the assessment of global market opportunities and the development of global marketing strategies.

The objective of the course is to enable students to achieve an overview and understanding of international marketing as a managerial challenge. The emphasis is on an analysis of world markets, their respective consumers and environments, and the marketing management required to meet the demands of true world markets in a dynamic setting. Throughout the course, the students will develop the required skills in accessing competitive challenges and opportunities confronting today's international marketers and formulating international marketing strategies.

This course features:

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. Key issues in globalization;
5. A stimulated appreciation for cultural adaptation in marketing programs.

Materials

Main Text:

Cateora et al, International Marketing (*IM*). The second Canadian Edition, McGraw-Hill Ryerson, 2008

Undergraduate Course Syllabus

Reference Textbook:

Johny K. Johansson, *Global Marketing (GM), Foreign Entry, Local Marketing, & Global Management*, 5th edition, 2009, McGraw-Hill Company.

Recommended Outside Readings

Philip R. Cateora and John L. Graham, *International Marketing*, Twelfth Edition, McGraw-Hill Irwin, 2005

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

Teaching and Learning Methods

- ▶ 60-70 minutes of lecturing each week;
- ▶ 10-15 minutes of video/case and discussions
- ▶ No break;
- ▶ Case/commercial presentations or presentations on business visit (25-30 minutes long for each group);
- ▶ Remainder of class (if time available) will be spent discussing group assignments.

Courselink

The MCS*4600 Courselink webpage (address: <http://courselink.uoguelph.ca>) is a key component of this course. Courselink is where course materials and grades are posted. It is also an information center where you can find course reminders and updates.

You should download the MCS*4600 lecture notes from Courselink prior to class to assist in your note-taking. You should also check the website before contacting the instructor with questions of a general nature related to this course, and you should check the website regularly for course reminders and updates.

Components of Course Grade

Individual: (40%)	
Class participation	12%
Assignment (1 @ 10%)	10%
Mid-term test	18%
 Group: (60%)	
Commercials/Case presentation (2 @ 10%)	20%
Term project	
Proposal	5%
Oral presentation	10%
Written report	25%

Undergraduate Course Syllabus

Class Participation

Class discussions will be devoted to probing, extending and applying the material in the text and the cases. It is your responsibility to be prepared for each session according to the class outline. Each of you is expected to contribute to class discussion. Individual participation grades are assigned on a weekly basis. If you are unable to attend a particular session, please inform me as early as possible.

Tips for class participation:

- ▶ Take brief notes on major issues covered in the assigned readings
- ▶ Regularly use library databases or other sources to find the latest relevant examples, events, implications, etc.
- ▶ Think of questions of interest
- ▶ Be confident and talk

Assignment

One individual assignment will be announced in class. The assignment should be typed with one-inch margins, double-spaced, and in a font size no smaller than 10-point. It should be 6-8 pages. Appendices may be appropriate, and not limited by the page constraint.

Due date for the Assignment: Week 5 in class

The deadline is absolute. Unless acceptable documentary evidence is provided, all late work will be given a zero grade.

Mid-term Test (in class)

There will be one midterm test (short-essay questions) in class. The test is presently scheduled in **Week 7**. Please note that the tests will emphasize the lecture materials.

Note: *Appropriate medical or compassionate document is required to receive academic consideration for being unable to take a test at the designated time, and you must notify the instructor in advance that you will be unable to attend.*

Commercials / Case Presentation

Significant emphasis in this course is placed on team work. You will be assigned to a group in the first week of class. You will work in this group (6-7 members in each group) for both the presentations and the term project. Group members must prepare jointly for class presentations and discussions. No changes to group composition will be permitted once the groups have been formed. Individual student grades on group work will reflect the instructor's assessment of the assignment plus group members' assessment of the contributions of each other using the attached Peer Evaluation Form.

There are two group presentations one week. One group will be responsible for presenting one comprehensive case while another group will collect commercials and analyze them in class (more detailed instructions for commercial presentation will be given in the first class). Thus, each group will present one of eight cases and conduct commercials analyses. Presentations should not exceed thirty minutes. Creativity in presentations will be appreciated. In addition, presenting groups must turn in a copy of slides to the instructor. The group is expected to do the following:

- 1) Follow the guideline for case/commercials presentation given by the instructor in the first class.
- 2) Update the information about the company in case to get a complete picture of the company. This is important because of the rapid changes in the international markets.
- 3) Raise critical issues that the company is facing now. If the issues that were raised while the case was written are still relevant, feel free to include these issues.
- 4) Prioritize the issues and select the most important three issues in your judgment. Explain briefly why these issues are important and why other issues are not as important.
- 5) Offer solutions to the most important issues. Explain in detailed the solutions.

*Please email a copy of the power point presentation to the instructor at least 24 hours prior to presentation (leteng@uoguelph.ca).

Term Project

The details of instruction about the term project will be provided by the instructor in the class of **Week 5**. This term project should be minimum 20 pages in length. Appendices may be appropriate, and are not limited by the page constraint. As stated in the course outline, all deadlines are absolute unless documentary evidence is provided. All late work and plagiarism will be penalized.

Every group is required to submit:

1. Two- page proposal (double-space). **Due date- Week 9.**
2. The final report must be submitted by **11:30am, Wednesday, December 8, 2010.** Late reports will NOT be accepted.
3. After submitting the final report, each member is required to complete the peer evaluation form (Appendix A) which will determine his/her relative contribution to the completion of the term project.

Tips for term project:

- ▶ Begin early
- ▶ Set group goals
- ▶ Get all group members involved
- ▶ Assign workload for each member

Undergraduate Course Syllabus

- ▶ Contact group discussion and feedback
- ▶ Develop an integrated report
- ▶ Critically analyze and interpret factual information in the context under investigation

Oral Presentation

Presentations are scheduled in the classes of Weeks 11 and 12. All participants are required to attend the presentation sessions. Failing to attend will be given a -2 mark.

Undergraduate Course Syllabus

Overall Weekly Plan for Covering Specific Topics (tentative):

Week	Tuesday		Thursday	
	Topic	Reading	Topic	Reading
1 (Sep. 9)			●An overview of International Marketing ●Introduction to Case/Commercial Analysis	Chapters : GM: 1 IM: 1&2
2 (Sep. 14/16)	● Economic & Cultural Environment	Chapters GM: 3 IM: 3, 4&5	Case/Commercials Presentations	Case
3 (Sep. 21/23)	●Political and Legal Environment	Chapters: GM: 4, 5&6, IM: 6&7	Case/Commercials Presentations	Case
4 (Sep. 28/ 30)	●Assessing Global Market Opportunities ●Marketing Research	GM: 7, 8 ,9,10&11 IM: 8, 9&10	Case/Commercials Presentations	Case
5 (Oct. 5/7)	●Developing Global Marketing Strategies: Planning and Organization	Chapters: GM: 2, 13&18 IM: 11	Case/Commercials Presentations	Case
6 (Oct. 12/14)	●Developing Global Marketing Strategies: Developing Products for Global Markets	Chapters: GM: 12&13 IM: 12&13	Case/Commercials Presentations	Case
7 (Oct. 19/21)	Mid-term Exam (in class)		Guest Speaker	
8 (Oct. 26 /28)	Guideline for term project		●Developing Global Marketing Strategies: Pricing for International Markets	Chapters: GM: 14 IM: 16&17
9 (Nov. 2/4)	Case/Commercials Presentations	Case	●Developing Global Marketing Strategies: Marketing Channels	GM: 15 IM: 14&15
10 (Nov. 9/11)	Case/Commercials Presentations	Case	●Communicating with the World Customers and Implementing Global Marketing Strategies ●Building strong brands	Chapters: GM: 16&17 IM: 18&19
11 (Nov. 16/18)	Case/Commercials P.	Case	Project Presentations	
12 (Nov. 23/25)	Project Presentations		Project Presentations	
13 (Nov. 30)	Project Presentations			

Undergraduate Course Syllabus

Appendix A Peer Evaluation Form

(Fall 2010)

RATING

Suppose your efforts in your group work are worth 100 points. A colleague of yours who put in twice as much effort than you should be assigned 200 points. On the other hand, a colleague who put in only half as much effort as you did would be 50 points. Use other numbers to indicate level of efforts that each group member put in for the final term project. Please take into account both the quality and quantity of effort in adjusting marks for yourself and other group members.

	GROUP MEMBERS	POINTS
1	_____ (Yourself)	<u>100</u>
2	_____	
3	_____	
4	_____	
5	_____	
6	_____	
7	_____	

NOTE: This evaluation will be held in strictest confidence - only the course instructor will review it.

COMMENTS: Please explain reasons for any significant differences in marks given to yourself or other group members in the space below and, if necessary, on the back of this sheet.

This Course Outline Is Subject to Change.

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.

http://www.uoguelph.ca/undergrad_calendar/index.shtml