UNIVERSITY of GUELPH
CHANGING LIVES IMPROVING LIFE

C|M|E
COLLEGE OF MANAGEMENT AND ECONOMICS

Marketing and Consumer Studies

MCS4600
INTERNATIONAL MARKETING
Winter 2013

General Information

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

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:

Cateora et al, International Marketing (***IM***). The Third Canadian Edition, McGraw-Hill Ryerson, 2010

Reference Textbook:
Global Marketing Management 3/e
Kiefer Lee and Steve Carter
ISBN-13: 9780199609703

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

Recommended Outside Readings:

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

On-Line Communication

Include here any comments you would like to make about on-line communication, such as…

- 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

Teaching and Learning Methods:
► 60-70 minutes of lecturing each class;
►10-15 minutes of video/case and discussions
►10-15 minute 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

Components of Course Grade:

Individual: (40%)	
Class participation	15%
Assignment (1 @ 10%)	10%
Mid-term test	15%
Group: (60%)	
Commercials/Case presentation (2 @ 10%)	20%
Term project	
Proposal	5%
Oral presentation	10%
Written report	25%

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 7 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 designed 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 6**. 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 8.**
2. The final report must be submitted by **11:30am, April 10, 2013.** 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
- ▶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 -3 mark for each class.

Overall Weekly Plan for Covering Specific Topics (tentative):

Week	Contents			
	Topic	**Reading**	**Group Presentations**	**Cases**
1	•An overview of International Marketing •Introduction to Case/Commercial Analysis	Chapters : **GM:** 1 **IM:** 1&2		
2	• Economic & Cultural Environment	Chapters **GM:** 3 **IM:** 3, 4&5	Case/Commercials Presentations	Wal-Mart
3	•Political and Legal Environment	Chapters: **GM:** 4, 5&6, **IM:** 6&7	Case/Commercials Presentations	Google
4	•Assessing Global Market Opportunities •Marketing Research	**GM:** 7, 8 ,9,10&11 **IM:** 8, 9&10	Case/Commercials Presentations	Coffee Shop
5	•Developing Global Marketing Strategies: Planning and Organization	Chapters: **GM:** 2, 13&18 **IM:**11	Case/Commercials Presentations	Apple
6	•Developing Global Marketing Strategies: Developing Products for Global Markets	Chapters: **GM:** 12&13 **IM:** 12&13	Case/Commercials Presentations	Case5
7	Mid-term Exam (in class)			
8	•Developing Global Marketing Strategies: Pricing for International Markets	Chapters: **GM:** 14 **IM:** 16&17	Case/Commercials Presentations	Case6
9	•Developing Global Marketing Strategies: Marketing Channels	**GM:** 15 **IM:** 14&15	Case/Commercials Presentations	Case7
10	•Communicating with the World Customers and Implementing Global Marketing Strategies •Building strong brands	Chapters: **GM:** 16&17 **IM:** 18&19	Case/Commercials Presentations	Case8
11	Project Presentations		Four Groups	
12	Project Presentations		Four Groups	

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, 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+ A A-	90-100% 85-89 80-84	**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.
B+ B B-	77-79 73-76 70-72	**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.
C+ C C-	67-69 63-66 60-62	**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.
D+ D D-	57-59 53-56 50-52	**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.
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 groundbreaking 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).

Appendix A

Peer Evaluation Form

(Winter 2013)

RATING

Suppose your efforts in the team 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 number 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)	100
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.