



UNIVERSITY OF GUELPH
DEPARTMENT OF MARKETING & CONSUMER STUDIES
MCS *4600
INTERNATIONAL MARKETING
WINTER 2012
COURSE OUTLINE



GENERAL INFORMATION

Instructor: Khalil Rohani, MBA, PhD (ABD)
Office: MINS B45
Phone: (519) 824-4120, ext. 53013
Office Hours: Right after class or by appointment
Email: rohanik@uoguelph.ca
Lecture Times: Tuesdays 07:00PM-09:50PM
Classroom: MACS 121

COURSE OVERVIEW AND OBJECTIVES

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.

Specific course objectives include:

1. To gain an understanding of the external issues affecting international marketing activities including the economic, social/cultural and political/legal environments.
2. To be able to identify and assess global marketing opportunities in the international marketplace.
3. To gain experience in developing international marketing strategies.
4. To understand the process of implementing global marketing strategies and adapting marketing activities to specific market needs.

Summary of Course Content:

1. Economic and Cultural Environment/Political and Legal Environment
2. Assessing Global Market Opportunities/Marketing Research
3. Developing Global Marketing Strategies: Planning and Organization
4. Developing Global Marketing Strategies: Developing Products for Global Markets
5. Developing Global Marketing Strategies: Pricing/Marketing Channels
6. Communicating with the World Customers/Implementing Global Marketing Strategies

LEARNING PHILOSOPHY

Together we will create in the classroom a professional environment wherein students and the instructor collaborate to achieve the course objectives. In the classroom, as in the workplace, all interactions should be based on mutual respect.

As your instructor, I will:

- ❖ Be fully prepared for each class.
- ❖ Do my best to make the class interesting, relevant, and informative.
- ❖ Endeavour to be responsive to your needs as a student.
- ❖ Create an atmosphere that is intellectually challenging.
- ❖ Make explicit the methods of assessment used to determine grades, and apply these fairly and objectively to each student.
- ❖ Be available outside of class time for consultation.

I expect that you, as a student, will:

- ❖ Do your best to maximize your own learning and refrain from interfering with the learning of others.(No side conversations during class)
- ❖ Do the assigned work and reading on time.
- ❖ Ask for clarification of unclear concepts, topics, or assignments.
- ❖ Contribute to class discussions and to the learning of others.
- ❖ Accord your peers and your instructor the respect you would give co-workers in a professional environment.
- ❖ Be in class on time prepared to participate.

COURSE MATERIALS & REQUIREMENTS

Course website

I will make course readings, grades, lecture notes, announcements, and other class materials available on the Courselink website (<http://courselink.uoguelph.ca>). You are expected to check this site regularly for course announcements and updates.

Main Textbook

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

Reference Textbook:

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, the Economist, the Globe and Mail, and other periodicals with international content.

ACADEMIC FREEDOM AND MCS*4600

Academic freedom is at the core of university studies and research. As such, you will find that Professors may differ in their approach to teaching a specific subject. You should be aware that different sections of the same course that are taught by different Professors may have different textbooks, different grade assessment methods, and different grading schemes.

ONLINE COMMUNICATION

If you have a specific question related to one of your assignments or grades, then email me directly. Please include the course code in the subject line of your email. I am generally quick to respond via email, so you can reasonably expect a reply within 24 hours.

ASSESSMENT

Class participation	10
Assignment	10
Midterm	25
Case discussions	15
Group project	40

DESCRIPTION OF ASSESSMENT

Below you will find a brief description of the course work in this course.

Class Participation (10%)

To facilitate active participation by everyone, it is important that class members have a shared vision of what constitutes contribution. Contribution can be and is:

1. Making observations that integrate concepts and discussions.
2. Citing relevant personal examples and asking key questions that lead to revealing discussions.
3. Engaging in devil's advocacy, i.e. disagreeing with the instructor when the difference of opinion serves as both counterpoint and a way of exploring all sides of a concept, issue, or practice.
4. Working with others to come to a common understanding of the topics – in and out of the classroom.
5. Pulling your own weight on group projects and participating enthusiastically in classroom group activities and discussions.

Individual Assignment (10%)

You will be given one individual assignment during the semester. You will be asked to answer a series of questions. Your answers should be typed, double spaced, plus a cover page and appendices and maximum length should be 5-8 pages. Your answers content, clarity and grammar will be considered.

Midterm Exam (25%)

You will have one midterm exam (closed book) from 7:00pm-9:00pm. The content of your midterm exam will be based on lectures, readings, videos, and cases.

Case discussions (15%)

One of the best ways to learn about International Marketing is to study business cases that focus on the topic. Therefore, during the semester we will discuss a number of International Marketing cases. The format of the in class case discussions will be provided in the first class and also posted on the CourseLink.

Note: All students must have (and display) their name cards at all times.

Group Project (40%)

Significant emphasis in this course is placed on team work. In the first week of class, you will be assigned to a group of 5-6 members. You will work in this group for 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 assessment of each member's individual contributions using the attached Peer Evaluation Form. Students who do not participate adequately in their group are liable to forfeit part or all of the marks allocated to group work.

The term project will involve the development of an International Marketing Plan to introduce a product or service into a country of your choice, except Canada, the U.S., the U.K. and Australia. Lectures and handouts will be provided as the course progresses, to assist you in the development of the plan. Details about the term project will be provided by the instructor throughout the semester. This term project should be a minimum of 20 pages in length. Appendices may be appropriate, and are not limited by the page constraint. **Late submissions will not be accepted.**

Every group is required to submit:

1. A two-page proposal (double-spaced), due in **Week 3, on January 24** in class (5%).
2. The final report must be submitted in **Week 9 at 7 pm, on March 20** in class (25%).
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 and each group member's relative contributions to the completion of the term project.

Tips for the term project:

- Begin early
- Set group goals
- Get all group members involved
- Assign a workload for each member
- Develop an integrated report
- Critically analyze and interpret factual information

Presentations are scheduled during the classes of **Weeks 12 and 13. Each group will e-mail their PowerPoint slides to the instructor one week before their presentation date.** All participants are required to attend the presentation sessions (**10%**).

ADDITIONAL EVALUATION DETAILS

- All assignment deadlines are absolute. 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 email 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.

PRE-CLASS PREPARATION

The course is based on an active 12-week semester. In our view the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare solutions to the assigned problems PRIOR to the class. These materials will be DISCUSSED in class.

RESEARCH AND REFERENCING

Since assignments in this course will require additional reading and research, students will be required to appropriately cite their resources. References and in-text citations must follow the American Psychological Association (APA) style guide. For a quick reference on using APA style use this handout:

http://www.lib.uoguelph.ca/assistance/writing_services/components/documents/apa_2010_ccupdated.pdf

If you need help finding resources for this course you can visit the Research Help desk (first floor of the library) or use one of the online options:

http://www.lib.uoguelph.ca/assistance/ask_us/

WEEKLY CLASS SCHEDULE

Week	Date	Topic	Readings	Evaluation
1	Jan 10	<ul style="list-style-type: none"> ▪ An overview of International Marketing ▪ Introduction to Case Analysis ▪ Individual participation 	Chapter 1, 2, & 3	
2	Jan 17	<ul style="list-style-type: none"> ▪ Economic & Cultural Environment 	Chapter 4, & 5 Case 1	Individual participation Case discussion
3	Jan 24	<ul style="list-style-type: none"> ▪ Political and Legal Environment 	Chapter 6 Case 2	Individual participation Case discussion
				Group Project Proposal Due
4	Jan 31	<ul style="list-style-type: none"> ▪ Assessing Global Market Opportunities ▪ Marketing Research 	Chapter 7, 8, & 9 Case 3	Individual participation Case discussion
5	Feb 7	<ul style="list-style-type: none"> ▪ Developing Global Marketing Strategies: Planning and Organization 	Chapter 10 Case 4	Individual participation Case discussion
6	Feb 14	<ul style="list-style-type: none"> ▪ Developing Global Marketing Strategies: Developing Products for Global Markets 	Chapter 11 Case 5	Individual participation Case discussion
				Individual Assignment Due
7	Feb 21	Winter Break		
8	Feb 28	<ul style="list-style-type: none"> ▪ Developing Global Marketing Strategies: Pricing for International Markets 	Chapter 13 Case 6	Individual participation Case discussion
9	Mar 6	Midterm Exam (In-Class and all material covered to date)		
10	Mar 13	<ul style="list-style-type: none"> ▪ Developing Global Marketing Strategies: Marketing Channels 	Chapter 12 Case 7	Individual participation Case discussion
11	Mar 20	<ul style="list-style-type: none"> ▪ Communicating with the World Customers and Implementing Global Marketing Strategies 	Chapter 14 Case 8	Individual participation Case discussion
				Group Project Final Paper Due
12	Mar 27	Project presentation		
13	Apr 3	Project presentation		

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+	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.

**** THE CONTENT OF THIS COURSE OUTLINE IS SUBJECT TO CHANGE****

Appendix A
Peer Evaluation Form

(Winter 2012)

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 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.