

University of Guelph
Department of Marketing and Consumer Studies

MCS*4600-International Marketing
Fall 2008

General Information

Instructor: Dr. Lefa Teng
Section 2: Monday, 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

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 (MT):

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

► Lecture notes in Powerpoint format can be downloaded from the MCS*4600 WebCT webpage.

Reference Text (RT):

Masaaki Kotabe and Kristiaan Helsen, Global Marketing Management, Third Edition, John Wiley & Sons, Inc., 2004. Additional cases are available on the text website located at www.wiley.com/college/kotabe/.

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.

Format

- ▶ 60-75 minutes of lecturing;
- ▶ 10 minutes break;
- ▶ Weekly group presentations (30 minutes long for each group);
- ▶ Remainder of class (if time available) will be spent discussing the term project.

Course WebCT

The MCS*4600 WebCT webpage (address: <http://courselink.uoguelph.ca>) is a key component of this course. WebCT 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 WebCT 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%)

| | |
|------------------------------|------|
| Case presentation (2 @ 7.5%) | 15% |
| Term project | |
| Proposal | 7.5% |
| Oral presentation | 7.5% |
| Written report | 30% |

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: Monday, Week4

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

Midterm Test

There will be a mid-term exam in class. This exam will include multiple questions and short-essay questions. The exam is presently scheduled on Monday, October 20, 2008. Please note that the midterm-exam will emphasize the lecture materials.

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

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 (6-8 members in each group) for both the presentations and the term project. Group members must prepare jointly for class presentation 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.

Two groups will be responsible for presenting the same case in each class, so each group will present two of eight cases. The presentation cases are listed in the class schedule. 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.

Term Project

The details of instruction about the term project will be provided by the instructor on October 06, 2008. This term project should be typed with one-inch margins, doubled spaced, with a font size no smaller than 10-point (although 12-point would be easier to read), and be minimum 18-20 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. **Due date- Monday, Week7.**
2. The final report must be submitted by **11:30am, Wednesday, December 03, 2008.** 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 weekly group discussion and feedback
- ▶ Develop an integrated report
- ▶ Critically analyze and interpret factual information in the context under investigation

Oral Presentation

Details of the oral presentation will be provided later in the semester. Presentations are scheduled for WEEK11 and WEEK12. All participants are required to attend the presentation sessions. Failing to attend will be given a -2 mark.

Tentative Class Schedule for MCS*4600

| Date | Class Topics | Readings/Cases | Presentations |
|----------------|---|--|-------------------------|
| Week 1 | <ul style="list-style-type: none"> ● An overview of International Marketing ● Introduction to Case Analysis | Chapter 1 & 2 Case: Wal-Mart RT | |
| Week 2 | <ul style="list-style-type: none"> ● Economic & Cultural Environment | Chapter 3, 4 & 5 Case: GAP RT | Wal-Mart |
| Week 3 | <ul style="list-style-type: none"> ● Guest speaker(s) ● Political and Legal Environment | Chapter 6 & 7 Case: Baxter International RT | GAP |
| Week 4 | <ul style="list-style-type: none"> ● Assessing Global Market Opportunities | Chapter 8, 9 & 10 Case: Pepsi one RT | Baxter International |
| Week 5 | <ul style="list-style-type: none"> ● Developing Global Marketing Strategies: Planning and Organization ● Developing Global Marketing Strategies: Developing Products for Global Markets | Chapters 11, 12 & 13 Case: GINO RT | Pepsi One |
| Week 6 | Thanksgiving | | |
| Week 7 | | Mid-term | |
| Week 8 | Guest Speaker <ul style="list-style-type: none"> ● Developing Global Marketing Strategies: Marketing Channels | Chapter 14 & 15 Case: UNISYS RT | GINO |
| Week 9 | <ul style="list-style-type: none"> ● Developing Global Marketing Strategies: Pricing for International Markets | Chapter 16 & 17 Case: Kao Corp RT | UNISYS |
| Week 10 | <ul style="list-style-type: none"> ● Communicating with the World Customers and Implementing Global Marketing Strategies | Chapter 18 & 19 | Kao Corp |
| Week 11 | Group Presentation | | |
| Week 12 | Group Presentation | | |

Appendix A Peer Evaluation Form

(Fall 2008)

RATING

Suppose your efforts in the term project 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 | _____ | |

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+ 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. |

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