



Marketing and Consumer Studies

MCS4600 INTERNATIONAL MARKETING Fall 2018

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Office Location: MCS 213D
Office Hours: Tuesdays - 06:00pm - 06:40pm
Department/School: Marketing & Consumer Studies

Lectures: Tuesdays 7:00pm – 9:40pm
Classroom: MACS 209

Please be sure to read the course requirement descriptions below to fully understand the format, timing, and value of each assignment.

COURSE DESCRIPTION

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 PERSPECTIVE AND DESIGN

In this course, we take a consulting perspective. Students will form consulting teams, which will complete various learning activities and design, research and communicate the results of a Semester Project. This course includes lectures that explain the development, uses and key attributes of a series of international marketing concepts and tools. Students are expected to complete the weekly readings in advance of the lectures.

COURSE READINGS AND MATERIALS

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.

Required Reading:

Textbook: KEEGAN, Warren J. (2014), **Global Marketing Management**, 8th Edition, Pearson.
ISBN-13: 978-0136157397 ISBN-10: 0136157394

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 hours (business days).

MCS4600 COURSE LEARNING OUTCOMES

Students who successfully complete this course will be able to:

1. Understand how a variety of international marketing concepts and tools can be used in different situations and contexts (CRITICAL THINKING; GLOBAL UNDERSTANDING)
2. Plan, research and write a Semester Project that integrates marketing, innovation, globalization and sustainability criteria (CRITICAL & CREATIVE THINKING, LITERACY, GLOBAL UNDERSTANDING)
3. Develop and deliver international marketing communications that are professional and meet universal design principles (COMMUNICATING).
4. Work effectively in a team (PROFESSIONAL & ETHICAL BEHAVIOUR)

COURSE ASSESSMENT

ASSIGNMENT	VALUE TOTAL = 100%	SUBMISSION LOCATION
Quizzes	25% (individual)	Classroom
Case Analysis	15% (team)	Classroom
Midterm	25% (individual)	Classroom
Project Presentation	10% (team)	Classroom
Semester Project	25% (team)	Dropbox

SCHEDULE

*** THE FOLLOWING IS A TENTATIVE COURSE SCHEDULE. PLEASE AMEND WITH ADDITIONS OR CORRECTIONS. PLEASE REMEMBER THAT IT IS YOUR RESPONSIBILITY TO READ THE ASSIGNED CHAPTERS BEFORE THE CLASS. CHAPTERS ARE FROM YOUR TEXTBOOK.**

Topic and Assignment	Date	Readings
Introduction to the Course and the Class; and Introduction to Global Marketing	Sep 11	
The Global Economic Environment	Sep 18	Chapters 1 and 2
Group Work - Group formation and Semester Project Topic Discussion	Sep 18	Chapters 1 and 2
The Political, Legal, and Regulatory Environments of Global Marketing; and The Global Cultural Environment	Sep 25	Chapters 3 and 4
Case Analysis 1		
Global Customers	Oct 2	Chapter 5
Quiz in class: Chapters 1, 2 <i>Students must bring a laptop to take the Quiz</i>	Oct 2	Chapter 5
Fall Break	Oct 9	
Group Work	Oct 16	NA
Global Marketing Information Systems and Research; and Segmentation, Targeting, and Positioning	Oct 23	Chapters 6 and 7
Case Analysis 2		
Global Entry and Expansion Strategies and Competitive Analysis and Strategy	Oct 30	Chapters 8 and 9
Quiz in class: Chapters 3 and 4 <i>Students must bring a laptop to take the Quiz</i>	Oct 30	Chapters 8 and 9

Product Decisions and Pricing Decisions Quiz in class: Chapters 5, 6 and 7 <i>Students must bring a laptop to take the Quiz</i> The order of the presentations will be disclosed	Nov 6	Chapters 10 and 11
Case Analysis 3 Quiz in class: Chapters 8, 9, 10 and 11 <i>Students must bring a laptop to take the Quiz</i>	Nov 13	NA
Midterm (Chapters 1 to 11)	Nov 20	
Project Presentations	Nov 27	NA
Project Presentations <i>Submission of Semester Project – Nov 29th by 7:00pm via Dropbox</i>	Nov 29	NA

COURSE POLICIES

1. Grading Policies

If you have any legitimate reason that may affect your ability to complete a graded activity or attend all the lectures this semester, you must email the course instructor in the first 10 days of class.

This

Includes SAS and religious accommodations as well as attending *academic* activities for the College of Business and Economics;

but

excludes sports of all types, vacations, volunteer work and family commitments.

As per University policy, serious acute illness and other compassionate reasons etc., will be accommodated provided appropriate documentation is provided.

A team/self/peer (“TSP”) evaluation may be used to adjust a student’s grade for the final presentation and final report. These adjustments are made at the instructor’s discretion using all data to which he has access. A student cannot fail the course due to a poor or missing TSP evaluation.

Late Policy

Deadlines in this course are listed under course assessment.

- **Work that is 0-24 hours late gets a 50% penalty**
- **Work that is more than 24 hours late will not be graded**

The rationale for the penalty is that there is a cost to being late. If you file your taxes late, the cost is interest on the taxes owed. If you pick your kids up from daycare late, there is a cost to you paid to the daycare staff who worked overtime. If you apply for a scholarship and you are not on time, you lose the chance to compete. If your work is submitted late, the cost is grades. The rationale for the size of the penalty to avoid the game playing of schemes like “10% penalty per day – it will be worth it given we’d do better work” and to manage the expeditious grading of assignments.

[Use of Turnitin.com](#)

In this course, we will be using Turnitin to assist in detecting plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

[Technology Policy](#)

Technology problems are a fact of modern life—therefore you should develop work habits that take possible problems into account. For example, always have a back-up of important work. Start your work early and save your work often. Except for a documented, university-wide catastrophic problem, technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. With the resources you have available from the University and for free, being able to create / submit work electronically should never be an issue. Academic consideration (below) may be granted for illness or compassionate reasons only. There will be no academic consideration for technology-related issues.

[Appealing a grade](#)

All grade appeals must be made in writing to Professor Palombo. An office visit will only be scheduled after a written appeal has been received. Please see the relevant section of the undergraduate calendar at <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml> . Please note that “as soon as possible” shall be applied as meaning no later than 10 days after receiving the grade.

Team Work

In this course, much of your time will be spent in group interaction. This enables you to share ideas and to improve communication skills. Through interaction, you will discover for yourself the meaning of concepts, the subtleties inherent in everyday business situations, and the rationales for various solutions to managerial problems. To achieve effective interaction, I have three expectations:

1. Attendance. Because interaction is central, and also because your fellow group members will be relying on you for ideas, I expect you to attend every class. Valid reasons for absence include serious illness and family emergencies. Studying for exams and completing assignments are not valid reasons to miss class.
2. Preparation. You are expected to read assigned material in advance and to be fully prepared for class discussion. You may be called upon to begin the class and to contribute to discussion at any time. Unsupported opinion will not substitute for informed discussion. Adequate preparation is the only way to avoid embarrassment.
3. Group work. You will participate in some group work during the term. The group should address group problems or conflict in a timely fashion. I am available to assist groups who experience problems. Students will be able to select their own teams. Students will be part of one team for the whole course.

Work submitted by a team of students will be treated as one “whole” piece of work and not “a collection of parts.” What does this mean? When creating the document, the team should endeavor to work together to ensure the document is complete and speaks with “one voice.” *All members of the team get the team grade for the final document; there are not different grades for different parts. If there is plagiarism present in the document, all members of the team will be investigated for academic misconduct.*

The team is responsible for completing a significant portion of the work required for this course. In

extreme cases of team dysfunction, members of the team should consult with their professor as soon as possible to arrange an intervention. Team dysfunction usually involves the “social loafing” problem where a “free rider” does not contribute to the work, but can involve other personality clashes between team members as well. Only in an extreme case, which has been documented properly, will it be possible for the members of the team to receive different grades for a team deliverable. In such an event, the differential grades will be assigned by the professor at the end of the semester based on evidence such as seminar attendance, quiz grades, participation during lectures, a team/self/peer evaluation, and any other hard evidence (i.e. emails etc.). Note that oral complaints not supported by evidence will not be considered.

ASSESSMENT & ASSIGNMENT DETAILS

1. Quizzes

There are 4 quizzes during lectures. Quizzes typically comprise multiple choice questions. If you are registered with SAS, please make arrangements directly with them if you want special accommodations. Quizzes will be used to assess your understanding and selected applications of international marketing concepts and tools. Questions will be drawn from readings and any lectures that have been completed by the date of the quiz. Quizzes will be taken through Courselink. Students should take the Quiz, answer all questions and submit it in the classroom using the University of Guelph’s Wi-Fi network. Failure to comply will result in a grade of ZERO.

For any student missing these assignments due to an acceptable reason, supported by appropriate documentation, they will have that test weight reassigned to the following test (i.e., the weight of the Quiz will be 12.5%). In case a student misses the final Quiz, the average of his/her other quizzes will be used as the final Quiz grade.

Case Analysis

Dr. Palombo will announce during class, what the requirements are of the Case Analysis. Each one is worth 5% of students’ final grade. The Case Analysis will be group-based. All students in each team will receive the same grade, unless there are extremely extenuating circumstances (e.g., one member of the team is not making any contribution to the team’s efforts) reported by the team to Dr. Palombo.

Semester Project

Please refer to the Group Project Description File.

Project Presentation

Please refer to the Group Project Description File.

Midterm

Midterm will include a mix of multiple-choice questions, asking for factual knowledge about the readings and material covered during the semester-short answer questions. Some questions will focus on your ability to integrate, synthesize, and critically interpret the material, while others will be application in nature, asking you to apply your knowledge to analyze and solve a particular firm’s strategy problem.

All course materials as indicated on the class schedule will be considered testable material (including

cases, text, class notes, and other assigned material taught, shown or assigned prior to the date of the term test). Be sure to mark this date in your calendar. ***Failure to write the Midterm during scheduled time will result in a GRADE OF ZERO. Students who are not able to write the Midterm are required to inform the instructor prior to the Midterm date. There will not be make-up Midterm. Students who fail to write it due to legitimate reason(s), such as medical illness supported by a doctor's note, will have that Midterm weight reassigned to the average of the four Quizzes. Once again students who fail to write the Midterm without a legitimate reason will be assigned a grade of zero.***

COURSE POLICIES

Electronic devices—phones, tablets, laptops: you may bring and use your device in class. However, the professor and seminar leaders reserve the right to ask you to put away your laptop if they find it to be distracting to them, you or your peers.

Electronic devices such as laser pointers are strictly forbidden. Electronic recording—electronic recording *including posting clips and snapshots to Facebook, Snapchat, Twitter etc. and other social media of classes is expressly forbidden without written consent of the instructor.* When recordings are permitted (e.g., in the case of a SAS student), they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

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).