

MCS*4600 (Sec. 1) International Marketing

Fall 2019
0.5 Credits

General Course Information

Instructor	Dr. Brent McKenzie, MBA, PhD
Email	bmckenzi@uoguelph.ca
Office Location	MINS 201A
Office Hours	By Appointment
Department/School	Marketing and Consumer Studies
Teaching Assistant	TBD
Class Schedule	Mon/Wed – 4:00pm – 5:20pm
Room:	MLCN 107
Pre-requisites	10.00 credits including MCS*3030
Restriction(s):	Registration in BCOMM.MKMN, BCOMM.MKMN:C. This is a Priority Access Course. Some restrictions may apply during some time periods.

Course Description

This course encompasses a comprehensive view of the field of International Marketing. This course will provide the student with an opportunity to apply the concepts and theories of international marketing to real global marketing problems through case analysis and discussion. The aim of this course is to provide students with a more concrete understanding of how marketers account for cultural similarities and differences in the development and implementation of marketing practices in areas such as advertising, product and service development and usage, sales management, social marketing, and marketing strategy. International Marketing is designed to integrate the fields of marketing, consumer behaviour, culture, and globalization in order to provide students an opportunity to both link the international content from their earlier courses in the BComm program, within the context of marketing practices and consumer decision making in a multi-cultural environment.

The content of the course expands upon the marketing concepts, theories, and applications students have learned to date, and to be able to best determine how to extend, or alter, these variables to account for international challenges and opportunities. This course will introduce the complex role that marketing, consumer behaviour and consumption plays within an international context. Knowledge of customers is one of the cornerstones for developing sound business strategies, and there is a need to better understand the diverse aspects of consumer behaviour that marketers must cater to in the global marketplace including cultural models. The course will focus on both consumer behaviour theory, as well as the integration of regional, global, and cultural variables that marketers must account for in developing marketing programs and strategies within an international context.

Course Learning Outcomes

The learning outcomes for this course include:

- Demonstrate knowledge/recall – the student will be expected to be able to expand their existing knowledge about facts relating to marketing operations and management in cross-cultural environments
- Demonstrate comprehension/knowledge – the student will be expected to be able to summarize, contrast, estimate, differentiate, discuss different international marketing practices and strategies.

- Demonstrate the ability to apply facts and knowledge - compute, determine, develop, predict, solve international marketing challenges
- Demonstrate the ability to analyze - prioritize, differentiate, international marketing operations and management opportunities
- Demonstrate the ability to synthesize - create, design, generate, integrate, structure an international marketing project
- Demonstrate the ability to evaluate - conclude, critique, decide, defend, justify, recommend international marketing decisions and recommendations

Course Resources

Required Text and Other 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 pertaining to the 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.

The required book for the course is Yunker, J. (2017), **Think Outside the Country: A Guide to Going Global and Succeeding in the Translation Economy (TOTC)**, ISBN 9781618220493, Byte Level Research.

There will also be a number of cases – Harvard Business Publishing - Course Pack – The link to the cases is found on the CourseLink site (case discussion format and tips on case preparation are also found on the CourseLink site).

Communication

This course has a website (see <http://courselink.uoguelph.ca/>). Please post any questions you feel are of important to the whole class on this site. If you have questions specifically for me, please email me directly at bmckenzi@uoguelph.ca.

I will be communicating with you via your central email account 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 (nor respond to) non University of Guelph accounts.

While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours.

Course Assessment

Method and Timing of Evaluation

Your performance will be evaluated based on the following:

In-class Case Discussions

See CourseLink for Details – 24% of Final Grade (5 cases - top 4 scores - 6 points each)

Monday Groups – (1) Monday October 21st (2) Monday October 28th (3) Monday November 4th (4) Monday November 11th (5) Monday November 18th

Wednesday Groups – (1) Wednesday October 23rd (2) Wednesday October 30th (3) Wednesday November 6th (4) Wednesday November 13th (5) Wednesday November 20th

Textbook Readings

See CourseLink for Details – 24% of Final Grade (5 submissions - top 4 scores - 6 points each)

(1) Wednesday October 23rd (2) Wednesday October 30th (3) Wednesday November 6th (4) Wednesday November 13th (5) Wednesday November 20th

Final Written Report

See CourseLink for Details – 30% of Final Grade

ALL GROUPS – Monday November 25th

Project Presentation

See CourseLink for Details – 15% of Final Grade

Monday Groups – Monday November 25th

Wednesday Groups – Wednesday November 27th

In-class Overall Contribution

See CourseLink for Details – 7% of Final Grade

Throughout the semester

The purpose of the varied types of assignments and evaluation methods is to allow the student to experience and develop a number of different skill sets such as written and verbal communication.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enroll in this course if you have a time conflict with another course.

Extensions will only be granted on the basis of extenuating circumstances and must be discussed with the instructor.

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 meet with me during the first week of classes.

Course Philosophy and Approach

As this course is an upper year elective, there is a high expectation that all students wish to, and have, a solid understanding of marketing and consumer studies knowledge. The philosophy of this course is that there is less concern on specific facts, and more focus on how the student thinks. The expectation is that the student, upon completing this course, will have developed the tools and skills necessary to potentially work directly or indirectly in an international marketing context.

*Thus the view for this course is that 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.*

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:

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.*

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.*

Group work. You will participate in-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 any challenges in this area.

Tentative Course Schedule

Class	Date	Topic	Readings/Preparation/Assignments
1	September 9 th	NO CLASS – SEE COURSELINK	Review of course syllabus – post comments to CourseLink
2	September 11 th	Introduction to Course – Course Project Introduction/In-class Cases/Online Assignments Lecture: What is International Marketing?	Prepare to discuss your thoughts on the similarities/differences between domestic and international marketing. Preliminary Group Formation
3	September 16 th	Lecture: What is culture? What role does it play in Marketing?	FINALIZATION OF MONDAY/WEDNESDAY GROUPS
4	September 18 th	Lecture: Cultural Models	Be prepared to discuss the similarities/differences between national cultures and the role of culture on the development of a Marketing Plan
5	September 23 rd	Lecture: International Marketing PRODUCT	Be prepared to discuss the similarities/differences of the PRODUCT variable as it pertains to international markets
6	September 25 th	Lecture: International Marketing PROMOTION	Be prepared to discuss the similarities/differences of the PROMOTION variable as it pertains to international markets
7	September 30 th	Lecture: International Marketing PLACE	Be prepared to discuss the similarities/differences of the PLACE variable as it pertains to international markets
8	October 2 nd	Lecture: International Marketing PRICE	Be prepared to discuss the similarities/differences of the PRICE variable as it pertains to international markets
9	October 7 th	Practice Case Monday Groups	Overview/example of how the graded case discussions will be run. Marketing of the Dark: “Memento Park” in Budapest Discussion/review of online assignments
10	October 9 th	Practice Case Wednesday Groups	Overview/example of how the graded case discussions will be run. Marketing of the Dark: “Memento Park” in Budapest Discussion/review of online assignments
	October 14th	Thanksgiving Holiday – no class	Rescheduled FRIDAY NOVEMBER 29th
11	October 16 th	International Marketing Activity	Group activity related to international Marketing
12	October 21 st	Case #1 Monday Groups	Graded Case #1 – Monday Groups Netflix: International Expansion
13	October 23 rd	Case #1 Wednesday Groups	Graded Case #1 – Wednesday Groups Netflix: International Expansion Graded Textbook Readings #1 – closes at 3pm
14	October 28 th	Case #2 Monday Groups	Graded Case #2 – Monday Groups K-Pop: A Global Music Factory Fizzling Out

15	October 30 th	Case #2 Wednesday Groups	Graded Case #2 – Wednesday Groups K-Pop: A Global Music Factory Fizzing Out Graded Textbook Readings #2 – closes at 3pm
16	November 4 th	Case #3 Monday Groups	Graded Case #3 – Monday Groups Andreas Keller in China
17	November 6 th	Case #3 Wednesday Groups	Graded Case #3 – Wednesday Groups Andreas Keller in China Graded Textbook Readings #3 – closes at 3pm
18	November 11 th	Case #4 Monday Groups	Graded Case #4 – Monday Groups Harmonie Water: Refreshing the World Naturally
19	November 13 th	Case #4 Wednesday Groups	Graded Case #4 – Wednesday Groups Harmonie Water: Refreshing the World Naturally Graded Textbook Readings #4 – Closes at 3pm
20	November 18 th	Case #5 Monday Groups	Graded Case #5 – Monday Groups Rebranding and Repositioning of O Fonds: Social Marketing in Latvia
21	November 20 th	Case #5 Wednesday Groups	Graded Case #5 – Wednesday Groups Rebranding and Repositioning of O Fonds: Social Marketing in Latvia Graded Textbook Readings #5 – Closes at 3pm
22	November 25 th	Project Presentations – Monday Groups	ALL WRITTEN PROJECTS DUE NO LATER THAN 4:00pm FOR ALL GROUPS Complete Project Presentation Evaluations
23	November 27 th	Project Presentations – Wednesday Groups	Complete Project Presentation Evaluations
24	November 29 th	Wrap up and International Marketing Activity	

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink.

Course Policies

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, Lang School of Business 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 contribute (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 attire.
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).

Reviewed and approved by Chair of Department of Marketing and Consumer Studies

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Fall 2019

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	

Do not post this page for students or on Course Link