

## **BUS325E International Marketing**

### **Course Description**

This course is an introduction to international marketing. Topics include analytical techniques used in international market research, determining prices and distribution channels in an international context, marketing across linguistic and cultural borders.

This course will be taught both online and on-site (except for those few who will follow this whole course online).

### **Course Goals and Methodology**

The main objectives of the course are to enable you to understand in some depth:

1. The complexity of global marketing environment in which multinational enterprises operate.
2. The theoretical framework of international marketing.
3. The international dimensions of marketing.
4. The importance of international marketing.

The means to attain these objectives include a thorough study of class notes, slides, case analysis, and in-class small group discussions.

### **Learning Objectives**

Through this course, students will:

- Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing plan.
- Evaluate different cultural, political, and legal environments influencing international trade.
- Develop creative international market entry strategies.
- Communicate effectively about marketing issues in group discussions, oral presentations and written reports.
- Discover sources of information for searching and evaluating international markets

### **Required Texts**

Basic Course Bibliography

- Cateora, P.R., Gilly, M.C., & Graham, J.L (2016). *International Marketing*, 17<sup>th</sup> Edition
- Usunier, J.C. & Lee, J.A. (2013). *Marketing Across Cultures*. 6<sup>th</sup> edition. Prentice-Hall: England.

*References for basics on Domestic Marketing*

- Kotler, P. *Marketing Management*. 10th Ed. Prentice Hall.
- Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. 13rd edition. Pearson Prentice Hall; New Jersey.

*Complementary Bibliography*

- Czinkota M.R., & Ronkainen. I.A. (2013). *International Marketing*. 10<sup>th</sup> edition. Thomson South-Western, USA.
- Jeffrey Edmund Curry. *A short course in international marketing: approaching and penetrating the global marketplace /*. 2009
- Stone, M.A., & McCall, J.B. (2004). *International Strategy Marketing: A European perspective*. Routledge, Taylor & Francis Group: London and New York.
- Ruey-Jer "Bryan" Jean, Jhy-Shen Chiou, Shaoming Zou. *International marketing in rapidly changing environments*. Bingley: Emerald Group Publishing Limited 2013.
- Scott Swan K., Shaoming Zou. *Advances in international marketing. Volume 23, Interdisciplinary approaches to product design, innovation, & branding in international marketing /*. 2012.

**Course Requirements and Grading**

Your final grade will be calculated as follows:

- |                                      |     |
|--------------------------------------|-----|
| • Mid-term Exam                      | 20% |
| • Final Project                      | 30% |
| • Final Exam                         | 25% |
| • Quizzes                            | 10% |
| • (*) Class Participation & Articles | 15% |

Note: All assignments, quizzes, and examinations will be announced in class.

- Final Project: Following the International Marketing Plan hand-out given in class, students (Groups of 3-4) will have to develop the project introducing a product and/or service in a foreign country. After doing so they will have to present this project in class for about 30 minutes.
- Final and Midterm Exam will consist in 5 questions. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass the exam. All questions will be related to the material seen in class.
- There will be 5 quizzes during the course, all of them will be announced one week in advance and will have 10 questions (true/false and multiple choices)

(\*) Attendance and participation are related but, nevertheless, quite different. Attendance is required, of course. At the same time, one's contributions to the course are never based on sheer presence or merely "showing up" regularly. "Showing up" is

your attendance. What you do when you show up is your participation: it is the measure of your engagement in the readings/discussions/lectures of the course. "Participation" is not just a measure of the quality and quantity of your exchanges with your instructor but also with your peers in the class, especially those you might find who will critique, question, or simply seek clarification about your own stances taken or interpretations offered about the readings in our class.

### **General Course Policies**

Leaving the classroom: Leaving the classroom on repeated occasions is disturbing to both your professor and your classmates and may adversely affect your participation grade. Please make use of the 10 minute breaks in between classes to fill up your water bottle, use the restroom, etc.

Punctuality and tardiness: Arriving late to class is disruptive to both the professor and your classmates. Please be punctual as your professor may count your late arrival as half of an absence or simply close the door, not let any late students in and consider it as one full absence.

Communicating with instructor: Please allow at least 48 hours for your instructor to respond to your emails. The weekend is not included in this timeframe. If you have an urgent request or question for your professor, be sure to send it during the week.

### **Attendance and Absentee Policy**

Attendance is mandatory at all classes. As we understand that you might fall ill or be unable to come to class (e.g. due to a religious holiday, a flight delay, a family wedding/reunion, a graduation, a job interview, etc.) at some point during the semester, you are allowed up to 4 absences. You will be responsible for the material covered and any work missed. You will not need to justify your absences (up to 4) in any way unless you miss an exam, a presentation, a quiz, etc. In this case, you must present a doctor's note (signed, stamped and dated) to be able to reschedule the exam, etc. It will still count as an absence but you will be allowed to retake the exam, etc. We don't encourage you to use all 4 days unless you really need them as your participation grade may suffer if you are not in class. If used unwisely and you get sick late in the semester, the following penalties will apply:

- On your 5th absence, 1 point will be taken off of your final Spanish grade
- On your 6th absence, 3 points will be taken off of your final Spanish grade
- On your 7th absence, you will fail the course

### **Academic Honesty**

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the Internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for

plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. Avoid plagiarism by citing sources properly, using footnotes and a bibliography, and not cutting and pasting information from various websites when writing assignments.

### **Learning accommodations**

If you require special accommodations, you must stop by the International Center to speak to Marta (the Faculty coordinator: [mcaroro@upo.es](mailto:mcaroro@upo.es)) to either turn in your documentation or to confirm that our office has. Marta will explain the options available to you.

### **Behavior Policy**

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor has a right to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class. Cell phone use is not allowed and animals (except seeing-eye dogs) are not permitted in the classrooms.

### **Course Contents**

#### **UNIT I: UNDERSTANDING MARKETING AND INTERNATIONAL MARKETING**

- Domestic Marketing
- International Marketing
- Why International Marketing
- Core Marketing concepts

#### **UNIT II: INTERNATIONAL MARKETING ENVIRONMENT**

- The Cultural Environment
- The Economic Environment
- The Political and Legal Environment

#### **UNIT III: STRATEGIC PLANNING AND ANALYZING OPPORTUNITIES**

- Strategic marketing process: planning, implementation and control phases.
- International market expansion: Phases
- Strategic options for international Expansion
- Market Entry Method Options

#### **UNIT IV: IDENTIFYING MARKET SEGMENTS AND SELECTING TARGET MARKETS**

- International Marketing Research

- International Segmentation
- Differentiation and Positioning in international markets.

#### UNIT V: CROSS-CULTURAL CONSUMER BEHAVIOR

- Culture and Consumer Behaviour
- The influence of culture on certain aspects of behaviour
- The global convergence of consumption patterns
- Mixed local/global consumer behaviour

#### UNIT VI: INTERNATIONAL MARKETING MIX

- International Product: Standardization vs Adaptation
- International Pricing
- International Promotion
- International Distribution management

#### **Class Schedule**

WEEK 1. Presentation and Overview to the course.

WEEK 2. UNIT I

Activity 1: Managing Oneself

WEEK 3. UNIT II

Final Project (Groups)

Activity 2: Economic Indicators

WEEK 4. UNIT II

Activity 3: Culture (Macroenvironment)

Case 1: McDonald's

WEEK 5. UNIT III

Activity 4: Company Information

WEEK 6. UNIT IV

Midterm Exam

Activity 5: Segmentation

WEEK 7. UNIT IV

Activity 6: Positioning

WEEK 8. UNIT V

Activity 7: Competitors

WEEK 9. UNIT V

Activity 8: IM Strategies

WEEK 10. UNIT VI

Case 2: IKEA

WEEK 11. UNIT VI

Activity 9: Standardization vs adaptation.

WEEK 12. UNIT VI

Activity 10: SWOT Analysis.

WEEK 13. Final Presentations.

WEEK 14. Final Presentations.

WEEK 15. Final Exam.

Note: this schedule can be changed according to teacher's criteria