

## SEMESTER AT SEA COURSE SYLLABUS

**Voyage: Fall 2013**

**Discipline: Commerce**

**SEMS 3500-503 and 504: International Marketing (Section 1 and Section 2))**

**Division: Upper**

**Faculty Name: Wakiuru Wamwara-Mbugua, Ph.D.**

**Pre-requisites:** Introduction to Marketing, Fourth-year Commerce Standing or instructor permission.

### **COURSE DESCRIPTION**

The *International Marketing* course will examine the concept of global marketing, the bases and promotion of international trade; the institutions, managerial processes, models, frameworks and theories related to marketing in the global arena. The impact of international economics, culture, nationalistic governmental policies, global and regional trade alliances, and other multilateral entities on trade patterns and marketing decision-making in global firms are considered.

### **COURSE OBJECTIVES**

The objectives of the course are for students to understand:

- 1) Why the U.S. and other nations must actively engage in international marketing.
- 2) The underlying theories of international trade.
- 3) The role cultural differences play in designing and marketing products and services.
- 4) How marketing practices – including product design, distribution, promotion, etc. – must be modified to succeed in different markets around the world
- 5) Undertake a research project focused on international marketing to include research, analysis and report preparation by comparing the marketing environment of different countries.

### **REQUIRED TEXTBOOKS**

**AUTHOR:** Philip R. Cateora and John L. Graham

**TITLE:** **International Marketing**

**PUBLISHER:** Irwin/McGraw-Hill

**ISBN #:** 978-0073529974

**DATE/EDITION:** 16<sup>th</sup> Edition

### **SUGGESTED READINGS**

Gary P. Ferraro and Elizabeth Briody, "Cultural Dimension of Global Business" Prentice Hall, 2012, ISBN #: 978-0205835591.

David A. Ricks, Blunders in International Business, 4<sup>th</sup> edition, Wiley-Blackwell Business, 2006.  
ISBN #: 978-1405134927.

T.R. Reid, The United States of Europe: The New Superpower and the End of American Supremacy, The Penguin Press, 2004, ISBN #: 978-0143036081

## **TOPICAL OUTLINE OF COURSE**

### **Day 1: August 27**

- Introduction to the course and course overview

### **Day 2-August 29**

- Chapter 1 The Scope and Challenge of International Marketing

August 30-September 1: St. Petersburg

### **Day 3: September 3**

- Chapter 2 The Dynamic Environment of International Trade

September 4-7: Copenhagen

### **Day 4: September 9**

- Chapter 3 History and Geography: The Foundations of Culture
- **Starbucks case Analysis due - Europe**

September 10-12: Antwerp

September 13-15: Le Havre

### **Day 5: September 17**

- Chapter 4 Cultural Dynamics in Assessing Global Markets

September 18: Arrive & Depart Galway

September 19: In Transit

September 20-21: Dublin

### **Day 6: - September 23**

- Chapter 5 Culture, Management Style, and Business Systems

September 25-27: Lisbon

September 28-30: Cadiz

### **Day 7: October 1**

- Chapter 6 The Political Environment: A Critical Concern

October 3-6: Casablanca

**Day 8: October 7**

- Chapter 7 The International Legal Environment: Playing By The Rules  
**McDonalds case analysis due – UK and France**

**Day 9: October 9**

- Chapter 8 Developing a Global Vision through Marketing Research

**Day 10: October 12**

- **Exam 1: Chapters 1 - 8**

October 13-16: Tema

**Day 11: October 18**

- Chapter 9 Economic Development and the Americas

**Day 12: October 21**

- Chapter 10 Europe, Africa, and the Middle East

October 23-27: Cape Town

**Day 13: October 28**

- **Field Trip Debriefing**
- Chapter 11 The Asia Pacific Region

**Day 14: October 31**

- Chapter 12 Global Marketing Management: Planning and Organization
- **Making Socially Responsible Case Due – Africa**

**Day 15: November 2**

- Chapter 13 Products and Services for Consumers

**Day 16: November 5**

- **Exam 2:**

November 7-9: Buenos Aires

November 10-12: Montevideo

**Day 17: November 13**

- Chapter 14 Products and Services for Businesses  
**Bill Board Advertising paper due**

**Day 18: November 15**

- Chapter 15 International Marketing Channels

November 16-18: Rio de Janeiro

**Day 19: November 20**

- Chapter 16 Integrated Marketing Communications and International Advertising  
**Aids and Carnival case due –Brazil**

**Day 20: November 22**

- Chapter 17 Personal Selling and Sales Management  
**Self-Reflection Journal Due**

**Day 21: November 25: (enter Amazon)**

- Chapter 18 Pricing for International Markets

November 27-29: Manaus

**Day 22: December 1: (exit Amazon)**

- Chapter 19 Negotiating with International Customers, Partners, and Regulators
- **Group Project Papers Due**

**Day 23: December 3**

- Revision and Prepare for Exam

**Day 24: December 10**

- **Final Exam Day**

## FIELD WORK

**FIELD LAB: Attendance and participation in the Field Lab is MANDATORY.**

- Students will participate in a Field Lab in South Africa. South African companies such as wine manufacturers, service providers such as banks, insurance companies etc. will be contacted in order to provide students with an opportunity to see how the marketing mix variables are adapted in different markets around the world.

## FIELD ASSIGNMENTS

- Each student will complete two field assignments
  1. We cannot understand other cultures without first understanding our own culture. Therefore, you will conduct an analysis of your own culture and how your cultural background influences your thinking patterns, consumer behavior. In order to do this, each student will keep a journal of their purchases.

**SELF REFLECTION JOURNAL:** Your assignment is to think about your own buying behavior and the marketing influences on this behavior. You are to reflect on your own shopping behavior starting with **August 31<sup>st</sup> 2013 until November 20<sup>th</sup> 2013**. Each self-reflection journal must be typed and should not exceed 5 double spaced pages. Your report should discuss **five** different purchase decisions that you have made **in five different** countries during this time period. All journal reports are due on **November 20th 2013. No late assignments will be accepted.** Be sure to use a spellchecker and proper grammar. Points will be deducted for papers that have poor grammar and typographical errors.

To receive a passing grade for this assignment, you must include the following information for each of the five purchase decisions that you select. You need to write complete sentences to answer these questions.

- a) What did you buy – product/service? Any factors that influenced this?
- b) How much did you pay? Any factors that influenced this?
- c) Where did you buy? Any factors that influenced this?
- d) How did you learn about, the product, place, price etc. – i.e. promotional influences  
For whom did you buy? Any factors that influenced this?
- e) Situational and any other relevant information.

Each student will pick one purchase decision that they will discuss in class on **their assigned day (see dates on syllabus).**

2. Compare and contrast billboard advertising in different countries along the ports of call. Additionally students will be asked to identify novel ways of marketing as seen at the various ports of call. You will need to take pictures of the advertising and discuss the differences between these advertisements. Additional details will be provided in class.

## METHODS OF EVALUATION

### 1. **Exams (45%)**

There will be a total of three exams. Each exam will cover approximately one-third of the course material. Each exam will consist of multiple choice types of questions and short essays. Exams will cover any material presented in class, including lectures, presentations, discussions and assignments.

### 2. **Field Lab Group Project (30%)**

Country & Market Analysis: This project will be worth 20% of your total grade. Each student group will pick a company and a consumer product to market in Ghana. Students will examine the marketing mix and any modifications necessary in order to market this product in Ghana. Your country and market analysis will be presented in a typewritten report (15 - 20 pages: double-spaced) and as a professional power point presentation. Your presentation should not be a recitation of mind-numbing statistics but rather an interesting professional presentation of the country characteristics that would be of interest to most marketers. The details of the report format will be discussed during class. Please refer to pages 580-587 of your text for guidelines and format of the report. The book website: [www.mhhe.com/cateora16e](http://www.mhhe.com/cateora16e) is an excellent resource for this project. Your presentation and paper will be the basis of your grade. Group members will evaluate each other and these evaluations will then factor into each member's individual grade. **Late assignments** will **not** be accepted. For proper citation, you should consult the citation guide that has been placed online for your reference. The self-reflection journal and the billboard advertising will account for 10% of your grade.

### 3. **Individual Case Analysis: 10%**

Each student will complete **two** case analysis reports not exceeding 2 double spaced typewritten pages. This report will be used for in-class discussions. Your report should address the specific problems or dilemmas of the case in question. Particular attention should be directed towards applying international marketing concepts and tools covered in class, to develop alternative courses of action and strategies. The case analysis report will be due in class **before** the class discussion begins. Students will be randomly picked to lead in-class discussion of the cases, so be prepared. **Late assignments** will **not** be accepted.

### 4. **Attendance and Participation: (10%)**

Regular class attendance is necessary for the successful completion of this course. You will be held responsible for material covered in class regardless of whether you were present or not. You will also be held responsible for any scheduling changes announced in class. Your participation in class is an absolute requirement. Specifically, you are expected to: (1) interact with the professor during lectures; (2) ask questions and provide suggestions to presenters, and (3) participate actively in class discussions.

## **RESERVE LIBRARY LIST**

Gary P. Ferraro and Elizabeth Briody, "Cultural Dimension of Global Business" Prentice Hall, 2012, ISBN3#: 978-0205835591,

David A. Ricks, Blunders in International Business, 4<sup>th</sup> edition, Wiley-Blackwell Business, 2006. ISBN #: 978-1405134927.

T.R. Reid, The United States of Europe: The New Superpower and the End of American Supremacy, The Penguin Press, 2004, ISBN #: 978-0143036081

## **HONOR CODE**

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."