

SEMESTER AT SEA COURSE SYLLABUS

Voyage: Fall 2014

Discipline: Commerce

SEMS 3500-501 and 3500-502: International Marketing

Division: Upper

Faculty Name: McGowan

Pre-requisites: Introduction to Marketing

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, 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/regions.

REQUIRED TEXTBOOKS

AUTHOR: Philip Cateora, Mary Gilly, and John Graham

TITLE: International Marketing

PUBLISHER: McGraw/Hill-Irwin

ISBN #: 978-0-07-352997-4

DATE/EDITION: 16th Edition, 2013

Cases: *Resuming Internationalization at Starbucks*, Ivey 910M73, 2010

Cola Wars Continue: Coke and Pepsi in 2010, HBS 9-711-462, 2011
Russki Adventures, Ivey 9A92G002, 1992

Readings: **Cracking the Next Growth Market: Africa**, HBR Reprint May 2011, R1105J

TOPICAL OUTLINE OF THE COURSE

Depart Southampton- August 23:

A1- August 25: Introduction to Course and Course Overview

A2-August 27: Chapter 1: The Scope and Challenge of International Marketing

St. Petersburg: August 29-September 2

A3- September 3: Chapter 2: The Dynamic Environment of International Trade

Hamburg: September 7-11

A4- September 5: Chapter 3: History and Geography: The Foundations of Culture
Russki Case Analysis due

Antwerp: September 14-16

Le Havre: September 17-19

A5-September 12: Chapter 4: Cultural Dynamics in Assessing Global Markets

Galway: September 16

In transit: September 17

Dublin: September 24-27

A6- September 20: Chapter 5: Culture, Management Style, and Business Systems

Lisbon: October 1-2

Cadiz: October 4-5

A7-September 22: Chapter 6: The Political Environment: A Critical Concern

Casablanca: October 8-11

A8- September 28: Chapter 7: The International Legal Environment: Playing by the Rules

A9- September 30: Chapter 8: Developing a Global Vision through Marketing Research

Study Day: October 8

A10- October 7: Cola Wars Continue: Coke and Pepsi in 2010 analysis due

Tema: October 11-14

A11- October 13: Reading: Cracking the Next Growth Market: Africa
Chapter 9: Economic Development and the Americas

A12- October 15: Examination

Dakar: October 16-19

A13- October 21: Field Trip Debriefing
Chapter 10: Europe, African and Middle E

A14- October 23: Chapter 11: The Asia Pacific Region

Takoradi: October 25-26

Tema: October 27-28

A15- October 29: Chapter 12: Global Marketing Management: Planning and Organization

Study Day: November 2

A16-October 31 Group Project Status Reports

A17-November 3: Chapter 13: Products and Services for Consumers

A18- November 5 Starbucks Case Analysis due

Rio de Janeiro: November 7-11

Salvador: November 12-14

A19- November 15: Chapter 14: Products and Services for Businesses

A20- November 17: Chapter 15: International Marketing Channels

Study Day- November 21

A21- November 20: Chapter 16: Integrated Marketing Communications and International Advertising

Barbados: November 22-24

Study Day- November 28

A22- November 25: Chapter 17: Personal Selling and Sales Management

A23- November 27: Chapter 18: Pricing for International Markets
Project Presentations

Havana Cuba: November 29-December 2

December 3 study day

December 4-5: Finals

December 8 Fort Lauderdale

FIELD WORK

Attendance and participation in the Field Lab is Mandatory.

Students will participate in a Field Lab in South Africa. Students will be required to form a team and then conduct a country analysis of South Africa as well as the Southern Africa region. The teams can analyze any of the companies, ranging from wine producers, service providers such as banks and insurance companies, non-profit organizations, tourism, etc. The companies will be contacted in order to allow students to visit and conduct an analysis of their target markets, value propositions, modes of advertising, and consumer behavior.

FIELD ASSIGNMENTS

The teams will produce a report that consists of both a written and oral component. Each is worth 50% for the grade for this particular project.

Written Component:

This portion of the project will consist of the following segments:

1) Country and Market Analysis: Each group will select a company or entity within South Africa to analyze. In the country analysis, you need to factor in economic, political/legal/regulatory issues; social/demographic trends; technological developments; and ecological trends affecting the specific region. In addition, the paper will include a cultural analysis, market audit and competitive market analysis, and a marketing plan. Pages 593-601 in the text provides a detailed format for the analysis. The approximate length should be around 25- 30 pages (including appendices and support material). Each group will provide a 20 minute oral presentation which will be scheduled during the final week of classes.

METHODS OF EVALUATION / GRADING RUBRIC

1. Exams (30%)

There will be a total of two exams: mid-term and final. Each exam will cover the material taught to date and will consist of three parts: short definition, essay, and a brief case analysis. Exams will be based on lectures, presentations, discussion and video clips.

2. Field Group Project (30%)

Note the section above relative to the Field Project.

3. Individual Case Analysis (30%)

Each student will complete three case analyses not exceeding 2 double spaced typewritten pages. The due dates are listed in the class schedule. Your analyses should address the specific problems or issues 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. Late assignments will not be accepted.

4. Attendance and Participation (10%)

Regular class attendance is necessary for the successful completion of this course. 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 Dimensions of Global Business." Prentice Hall, 2012, ISBN3#: 978-0205835591.

David A. Ricks, Blunders in International Business, 4th 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]."