

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Fall 2015
Discipline: Commerce
SEMS 3500-501 & 502: International Marketing (Sections 1 and 2)
Division: Upper
Faculty Name: Dr. Katrina Savitskie
Credit Hours: 3; Contact Hours: 38

Pre-requisites: Introduction to Marketing/Principles of Marketing

COURSE DESCRIPTION

The International Marketing course examines a firm's approach to marketing decisions as influenced by the global environment. We discuss theories and frameworks that can guide a firm conducting international marketing, along with considering the influence culture, political systems, and economic policies have on the effectiveness of the firm's global marketing efforts. We investigate global market opportunities and the formulation of market entry strategies, as well as the development and implementation of the exporting firm's international marketing program.

COURSE OBJECTIVES

Upon completion of this course you should:

1. Understand the impact of cultural, economic, and political environments on the practice of marketing in a global context
2. Recognize the impact of international trade on global marketing efforts
3. Identify how the 4Ps (Product, Price, Place, & Promotion) may need to be adapted for a firm to be successful in this new market
4. Demonstrate your knowledge of international marketing via a research project regarding the emerging market under consideration, including specific industry analysis

REQUIRED TEXTBOOKS

AUTHOR: Keegan, Warren J. and Mark C. Green
TITLE: Global Marketing
PUBLISHER: Pearson-Prentice Hall
ISBN #: 0-13-354500-8
DATE/EDITION: 2014 / 8th Edition

Class Assignments: The best way to tackle this course is to read the chapter prior to the assigned

date and then get the slides (which will be posted in the **course management system** no later than the day before the assigned lecture date). Please be prepared for each class as the lectures and in-class discussions are designed to summarize and complement the assigned readings. Therefore, attendance is essential to class success.

1. There are **four** multiple choice/True-False closed-book exams. Exam 4 will **NOT** be cumulative. Each exam will be 50 questions and you will have one hour for the exam. All assigned class materials may be on the exams including the readings, lectures, videos, and any guest speaker materials. **NOTE: No Makeup Exams will be given.**
2. **Quizzes:** Periodically both announced and unannounced quizzes will be given.
3. **Case Write-up:** You will select 4 of the 5 possible cases for the semester. Answer the case questions via a typed one single-spaced page write-up which is due in the **course management system** by the start of class. Ensure your name and case title are on the assignment and that you clearly identify each question being answered, e.g., 1. your answer, 2. your answer, etc.
4. **Group Project:** This project is intended to give you an opportunity to develop an international market entry strategy. Each group will select a product type and analyze the product/market environment in emerging market selected for our field lab. The goal is the formulation of a marketing entry plan for your product. The analysis and marketing plan will be summarized in a written report and a class presentation. Step-by-step instructions follow:
 1. Select a product category: Do NOT select a brand (e.g., Canada Dry Ginger Ale) but a product type (e.g., diapers, shampoo, automobiles). Please inform the professor via email as soon as your group selects a product category, so that no other team can analyze the same product type.
 2. Country-Market Analysis: Your group must collect and analyze relevant information about the target market environment. This should include key factors in the economic, social/cultural, and political/legal environments. Please specify the sources of all the statistics and other information in your report. You must not only present the information but also interpret what it means to your entry strategy.
 3. The “Guidelines for Cultural Analysis” will be provided to the class as a starting point.
 4. Develop Marketing Strategy: Develop a strategic marketing plan for entering the country-market you have selected. The plan should have a time horizon of approximately three years and include the choice of entry method, target segment within the country-market, product positioning and modifications, pricing strategy, distribution strategy, and promotional strategy. Guidelines concerning plan implementation and future expansion plan should be included, too. Assume the product is produced in the United States. Feel free to make other assumptions as long as they are stated in the report.
 5. If, after market research is conducted, your team decides NOT to enter the market, you must offer a detailed explanation why it would not work now, whether it would work in the future (specify what conditions must be met for this to work), and

- determine if neighboring locations offer better possibilities.
6. **Presentation:** Each group will be required to make a 10 minute presentation of their report to the class and respond to questions. Be sure to properly reference source materials used on the slides. Every member must speak. Presentation order will be determined later in the semester. The main portion of your grade is based on the presentation so spend the time to do it well.
 7. **Written Report:** All groups will submit an executive summary highlighting your analysis and strategic plan along with a copy of your PowerPoint slides (printed 6/page) in the **course management system** by December 4th at the start of class. This report must be 3-5 single spaced pages, printed with 1 inch margins in Times New Roman font with all sources cited appropriately. You should also include a complete bibliography.

Grade for the project will be based on:

- Comprehensive nature of the research
- Quality of information sources
- Interpretation of the collected information
- Quality of the marketing strategy
- Presentation effectiveness and organization
- Individual contribution to the project

5. **Group Project Evaluation:** Each student will be assigned 1 group presentation to watch and provide feedback to the presenting team. A rubric/framework for the review will be provided. Constructive and detailed comments are required for you to obtain full points for this assignment.
6. **Class Attendance/Participation:** Attendance is required and will be taken at the beginning of each class period. If you are not present at that time will be marked absent. Exceptions will be made for documented illnesses/issues. Participation is expected which includes in-class participation (asking and answering questions) and being an engaged participant during other student's presentations.

TOPICAL OUTLINE OF COURSE

NOTE: The following schedule is subject to change and changes will be announced. You are responsible for acknowledging and adjusting to changes accordingly.

Date	Topic	Assignment
Sept. 15 A1	Course Introduction	Read syllabus
Sept. 17 A2	Ch. 1: Introduction to Global Marketing	
Sept. 19 A3	Ch. 2: Global Economic Environment	Teams selected
September 21 to September 23 Civitavecchia, Italy		

September 24 to September 26 Naples, Italy		
Sept. 27 A4	Ch. 3: Global Trade Environment	CASE 1: <i>Will the Euro Survive?</i> (Case 3-2 in textbook)
Sept. 29 A5	Ch. 4: Social and Cultural Environments	
September 30 to October 05 Istanbul, Turkey		
Oct. 07 A6	EXAM 1	
Oct. 08	Study Day	
Oct. 10 A7	Ch. 5: Political, Legal, and Regulatory Environments	
October 11 to October 16 Barcelona, Spain		
Oct. 18 A8	Ch. 6: Global Information Systems and Market Research	
Oct. 20	Study Day	
Oct. 21 A9	Ch. 7: Segmentation, Targeting, and Positioning	CASE 2: <i>Global Companies Target Low-Income Consumers</i> (Case 7-1 in textbook)
Oct. 23 A10	Ch. 8: Exporting, Importing, and Sourcing	
October 24 to October 28 Dakar, Senegal		
Oct. 30 A11	EXAM 2	
Nov. 1 A12	Ch. 9: Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances	CASE 3: <i>Starbuck's Expands Abroad</i> (Case 9-1 in textbook)
November 02 to November 06 Takoradi, Ghana		
Nov. 08 A13	Ch. 10: Product and Brand Decisions	
Nov. 10	Study Day	
Nov. 11 A14	Ch. 11: Pricing Decisions	CASE 4: <i>LVMH and Luxury Goods Marketing</i> (Case 11-2 in textbook)
Nov. 13 A15	Ch. 12: Channels and Physical Distribution	
November 15 to November 20 Salvador, Brazil		
Nov. 21 A16	EXAM 3	
Nov. 23 A17	Ch. 13: Advertising and Public Relations	
Nov. 25	Study Day	
Nov. 26 A18	Ch. 15: Strategic Elements of Competitive Advantage	CASE 5: <i>Marketing an Industrial Product in Latin America</i> (Case 14-2 in textbook)

Nov. 28 A19	Ch. 16: Leading, Organizing, and Controlling	
November 29 Arrive/Depart Port of Spain, Trinidad and Tobago 0800/2000		
Dec. 1 A20	Ch. 17: Digital Revolution & Global Electronic Marketplace	
Dec. 2	Study Day	
Dec. 4 A21	Field Lab debrief? and Group Assignment	
December 06 to December 11 Puntarenas, Costa Rica		
Dec. 12 A22	Group Assignment	
Dec. 14 A23	Group Assignment	
Dec. 16	Study Day	
Dec. 17 A24	EXAM 4	
December 21 Arrive San Diego 0800		

FIELD WORK

Field lab attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab. Students will participate in a field lab and note any information that supports their marketing strategy for their product.

The Group Project (See Assignment section #4) requires your team to develop an international market entry strategy for the product your team selects and determine if this product can be successful in our designated emerging market. Your final deliverables include a written executive summary and a brief presentation to the class. While you are visiting the city, be sure to look for local products that could be competition for your product. As an extension of this assignment consider other ports of call and whether your product might be more successful in another emerging market. Include 2-3 paragraphs about this alternative emerging market and why it might be more successful there. Finally, conclude your report with 2 paragraphs about what international marketers need to consider when deciding to market their product in a new country.

In Barcelona, our field lab will include a visit with an international marketing firm in the morning. **Edelman Barcelona**, with a multinational staff serves as “a key hub for Edelman clients who need to connect with audiences across Europe, and for international businesses targeting Spanish communities and stakeholders.” This should provide students in the International Marketing course a chance to ask questions and see firsthand how an international marketing firm operates. A brief write-up of what you learned during our discussion with the “experts” should be included in the executive summary your group generates.

In the afternoon we’ll go on a city scavenger hunt throughout Barcelona. This team based activity

enables you to explore Barcelona but with specific attention to finding examples of international firms marketing their products in the city. Your insights regarding possible competitor for your product in the city should be discussed in your team’s executive summary.

METHODS OF EVALUATION / GRADING RUBRIC

Assignments/ Grading:

Exam 1	50
Exam 2	50
Exam 3	50
Exam 4	50
Attendance/Participation	30
Case Assignments	40
Quizzes (5 points each)	20
Group Project/Field Work*	100
Group Project student feedback	10
Total Points = 400 pts	

90-100% =	A
80-89.99% =	B
70-79.99% =	C
60-69.99% =	D
<59%	F

* Note that all group effort grades are contingent upon peer evaluations.

ADDITIONAL RESOURCES

- <https://www.cia.gov/library/publications/the-world-factbook/>
- <http://www.internationalist.com/index.php>

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].”