



International Marketing (BAD 351-01)
Spring 2017

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Office Hours: by appointment
Class Hours: Tuesday 6:30 pm - 9:30 pm
Class Duration: 1/17/17 to 5/2/17
Classroom: Lewis 206

Prerequisites:
BAD 250 Marketing
BAD 255 International Business

Text (Required):
International Marketing 11e: Terpstra, Foley, Sarathy; Naper Publishing Group
ISBN 978-0981-7293-81
eBook or Softcover

Outside class assignments:
C-Suite Speaker Series, February 15, Dominican University, pre-register
Interviews with people from target country for final project

Course Overview

This course will apply the core marketing mix in a global context and will add several new elements. The principles of the core marketing functions remain constant on a global scale but marketers must learn to avoid biases and assumptions when expanded to international markets.

International Marketing builds on the foundation of both the Marketing and International Business courses. Students will be encouraged to apply theoretical concepts and research to resolve global marketing issues in support of the firm’s strategic mission. This course provides students with both the knowledge and the tools to make sound global marketing decisions.



- This course supports the broad goals of the Brennan School of Business:
- Appreciate the ethical foundation of effective long-run business decisions and promote social responsibility in managerial decision making.
 - Communicate effectively in written and verbal forms.
 - Utilize technology and electronic learning effectively.
 - Utilize quantitative and analytical methods as well as critical-thinking skills.
 - Utilize a global perspective in the evaluation of contemporary business issues.

At the completion of this course, students should be able to:

1. Understand the process and implications of regionalization and globalization of markets and competition
2. Identify the unique aspects of domestic, international and global marketing
3. Understand the special challenges of marketing outside of the domestic market
4. Analyze and compare international markets
5. Design and implement appropriate and effective international and global marketing plans
6. Create sustainable competitive advantages through global marketing strategies
7. Apply ethical decision-making principles

Grading Composition

The final grade for this course is comprised of the following:

Category	Contribution to Final Grade
Class Attendance & Participation	10%
Homework	10%
Quizzes (3)	15%
Exams (2)	25%
Team Cases (5)	10%
Individual Cases (6)	10%
Final Individual Marketing Plan- Present.	10%
Final Individual Marketing Plan- Paper	10%
	100%

Exact category percentages are subject to change up to week 6 based on technology and progress through material.

Points can be assigned above the stated value of a question for exceptional work on homework, quizzes and exams. Typically these are answers that include an insightful comment, analysis beyond the scope of the question or a reference to an outside resource.

Letter Grades

A 93-100 %	C+ 77-79 %	F 0-59 %
A- 90.0-92	C 73-76	
B+ 87-89	C- 70.0-72	
B 83-86	D+ 67-69	
B- 80.0-82	D 60.0-66	

Final letter grades:

- For values within the same letter, point fractions over .50 will be rounded up (B->B+)
- For values across letter grades, there will be **no rounding**. (B+ -> A-)

Rule #1

Unless your opinion is requested, it is not important what you *think*, only what you *know*. Use the tools, concepts, examples, data and critical thinking to develop your point of view and to know where to find an answer.

“Opinions without experience or knowledge are market research with a sample size of One.”

Class Participation and Attendance

Attendance in lecture is mandatory. Your overall attendance is counted towards your final grade and lectures offer comments and questions not in the formal material. The beginning of the course takes place during winter snow season. If I am delayed, I will leave word on Canvas or with the Brennan office. If you are delayed, just arrive late to class. If you cannot attend class for any reason, please let me know as soon as possible. (Yes, class is scheduled for Valentine's Day.)

The format of this course requires that all the students actively participate in class discussions. All students are expected to arrive in class with all reading and assignments completed. The class participation grade is based on the quality *and* quantity of participation. There are no bad questions, only uninformed questions- read ahead.

Students are expected to maintain a respectful attitude toward other students, as well as toward the professor. They are expected to be on time for class. If a student needs to leave class early, he or she should inform the instructor in advance. Laptops and texting are allowed- you are adults, but if I see that you are not paying attention, **I WILL CALL ON YOU!** If you are texting when I call on you, other than for an emergency, I reserve the option to display the contents of your screen to the class.

There is one speaker we will see as a class during the C-Suite series on February 15. Register as soon as possible.

One additional assignment to be provided during the first week of class will contribute to the final assessment of participation.

Canvas and Email

The syllabus will be entered in Canvas. Cases, exams and homework assignments will be turned in for grading through Canvas. Quizzes will be paper or verbal. I will notify you of any changes in that process.

I send all emails to your Dominican email account. Please make sure that you check your email often or forward your email to another account. It is **your** responsibility to keep your email inbox clean so that the emails do not bounce. Not fulfilling a course requirement because of a bounced email is not acceptable. Feedback on assignments will be primarily through Canvas.

Homework

Please do the homework! Try to answer the questions. It will help you understand the material and generate questions that I can answer in class. The homework assignments throughout the term will be completed online using Canvas, a website provided in class or presentation. If the textbook includes online learning materials, I will provide the link and passwords.

Quizzes

There are three short quizzes designed to gauge your recall of important facts. Unless there are extenuating circumstances with timely notice, I cannot grant any re-takes or allow you to make up the quiz because we review the quiz immediately afterward. No notes, books, phones, headsets, etc. are allowed on the quizzes- memory only! Let me know if you need special accommodations or if you have a plan on file with the office. (see Disability Support Services below)

Exams

There will be two exams during the term. No final exam at the end of the class is planned. All exams will be open book/open notes. Fast recall of key marketing facts is critical to applying marketing concepts so the exams will be timed. It is also a goal of the class to teach you to know where to find the information when you need it. Unlike the quizzes, the exams focus more on application than recall.

If it is necessary to use a calculator, you may use an actual calculator (not your phone or computer). Any material covered in class – *including guest speakers and videos*, posted on Canvas and in the assigned chapters of the book is fair game to appear on the exams. The exams are comprised of multiple choice questions and short answer questions.

Group Projects

You will be assigned to a group to work on some of the cases in class. Your team will rely on you to contribute ideas, writing and graphics to the group project. Time will be provided in class to work on some of these projects. You should also be prepared to work outside of class with your team either in-person, G-drive, iCloud, Skype or other network. Check that your devices are compatible, e.g. both can read pdfs, both can access the cloud, etc.

Extra Credit

Extra credit opportunities may arise by attending various seminars and activities on campus. I will let you know when and if these opportunities are available. If you miss a class or a topic, please see me to get the key points, notes or handouts.

Late Assignments

The first day that your assignment is late, you may receive a maximum of 90% of the grade. The second day that your assignment is late, you may receive a maximum of 80%. This progression continues until there is no credit left. Contact me ahead of the delay to discuss if that is possible.

Contacts

If you need to resolve an issue with the class, such as exam dates, or topics to be covered, please read the syllabus first. I tried to cover all key information in the syllabus to prevent any confusion. Most of your questions can be answered in the syllabus or on Canvas. Please call or email me if you cannot find the information you need. I can also be reached through the Brennan Business School office.

Class and Group Conduct

Please follow appropriate business conduct at all times. Inappropriate behavior is cause for a substantial decrease in final grade. Please treat everyone in the class with dignity and respect. Resolve any conflicts constructively. The ability to resolve conflict is an important business skill.

If there is a problem with your group or partner on a project, contact me only after you have attempted to resolve the issue with the others. I will get involved with both parties to help.

Course Evaluations

Your feedback on this course (midterm and final) and the classroom environment is critical to improve the effectiveness and applicability of this course. Keep track in your notes of topics or techniques that work well or you'd like to be done differently. I welcome your feedback especially where I can do things better. The evaluation will be online (myDU) and instructions will be available before the end of the course. Thank you in advance.

Disability Support Services

Students with special physical or learning needs should discuss arrangements with me during the first week of class. I am happy to accommodate students' learning needs, but I can't make accommodations retro-actively.

Reasonable efforts will be made to accommodate disabilities. Students who have documented their disabilities through the dean of students' office will be able to come to the Academic Enrichment Center to work with Learning Disability Specialists and a number of Assistive Technologies. Initial inquiries about receiving learning accommodations should begin with the Dean of Students' office. For more information please see the Disability Support Website at www.dom.edu (Campus Life > Dean of Students Office > Disability Support Services)

Academic Integrity

Whatever the assignment, students are encouraged to engage in critical thinking and to use quoted or paraphrased material in ways that appropriately support their own ideas. In written or oral work, a student may make fair use of quotations, ideas, images, etc., that appear in others' work only if the student gives appropriate credit to the original authors, thinkers, owners or creators of that work. This includes material found on the Internet and in electronic databases. Student plagiarism is the deliberate presentation of the writing or thinking of another as the student's own. Failure to maintain academic integrity will not be tolerated. For more information see Dominican University Academic Policies.

Academic Integrity Policy

(Student Handbook)

Students of the university must conduct themselves in accordance with the highest standards of academic honesty and integrity. Failure to maintain academic integrity will not be tolerated. The following definitions are provided for understanding and clarity.

Definitions of Plagiarism, Cheating, and Academic Dishonesty

Student plagiarism is the presentation of the writing or thinking of another as the student's own. In written or oral work a student may make fair use of quotations, ideas, images, etc., that appear in others' work only if the student gives appropriate credit to the original authors, thinkers, owners, or creators of that work. This includes material found on the internet and in electronic databases. Cheating entails the use of unauthorized or prohibited aids in accomplishing assigned academic tasks. Obtaining unauthorized help on examinations, using prohibited notes on closed-note examinations, and depending on others for the writing of essays or the creation of other assigned work are all forms of cheating. Academic dishonesty may also include other acts intended to misrepresent the authorship of academic work or to undermine the integrity of the classroom or of grades assigned for academic work. Deliberate acts threatening the integrity of library materials or the smooth operation of laboratories are among possible acts of academic dishonesty.

I reserve the right to make changes in any and every part of the syllabus based on class progress, weather and technical hurdles.

Course Assignments BAD 351-01

Date	Reading	Homework Due	Cases Due	Test	Extras
Jan 17	Ch 1 Ch 14 IKEA	Pre-Class Survey		Skills- Marketing & Intl. Business	Skim Ch 14 Register C-Suite Speaker
Jan 24	Ch 2 Ch 3	IKEA Q 1 & 2	IKEA*		Form groups
Jan 31	Ch 4 Ch 5	Ch 2 & 3 IKEA China	IKEA China*	Quiz 2 & 3	Individual Market Plan topic due
Feb 7	Ch 6	Ch 4 & 5		Exam Ch 1-5	
Feb 14	Ch 7 Ch 8	Ch 6 Iran	Iran+		
Feb 15					C-Suite Speaker
Feb 21	Ch 9	Ch 7 & 8 Roadnet1	Roadnet1*	Quiz 6 & 7	
Feb 28		Ch 9	Unicola+	Exam 6-9	Group- Unicola pres.
Mar 7	Spring Break- no class				
Mar 14	Ch 10	Innovation	Innovation Case*		
Mar 21		Ch 10 Burberry	Burberry+		Individ. Mkt. Plan research due & presentation
Mar 28	Ch 11 Ch 12	Roadnet2	Roadnet2*		
Apr 4	Ch 13	Ch 11 & 12 Tuna	Tuna+	Quiz 10-12	Individ. Mkt. Plan Exec Summary draft due
Apr 11	Ch 14	Ch 13 Uber	Uber*		Individ. Mkt Plan draft 1 due
Apr 18	Ch 15	Ch 14 & 15 Hindustan	Hindustan+		Individ. Mkt. Plan draft 2 due
Apr 25					Final Individual Presentations
May 2	Finals week				Final Marketing Plans due

Cases are included in the Terpstra text.

* = Individual case

+ = Group case

FINAL INTERNATIONAL MARKETING PLAN GUIDELINES

Choose a product or service and a country for your international marketing plan. The product or service and the country will be approved to prevent conflicts. In the event of a conflict, the first person to submit their proposal will get priority. (Final guidelines will be updated in class.)

Section 1 Introduction

- 1.1 Executive Overview
- 1.2 Product and Industry overview

Section 2 Global Environment

- 2.1 Economic Environmental Analysis
- 2.2a Political Analysis
- 2.2b Legal Analysis
- 2.3 Cultural Environment
- 2.4 Ethics Considerations
- 2.5 Basic demographics

Section 3 Global Scan

- 3.1 Foreign Market Selection Matrix(compare to 3 or more other countries)
- 3.2 Foreign Market Selection

Section 4. II. Target Country

- 4.1 Economic Environmental Analysis
- 4.2a Political Analysis
- 4.2b Legal Analysis
- 4.3 Cultural Environment
- 4.4 Ethics Considerations
- 4.5 Detailed demographics
- 4.6 Competition including perceptual map of alternatives
- 4.7 Intellectual Property issues

Section 5 Country Marketing Plan

- 5.1 Summary
- 5.2 Entry Mode selection
- 5.3 Foreign Partner Selection
- 5.4 Product Policy
- 5.5 Services Policy
- 5.6 Promotional Plan
 - 5.6.1 Messaging and style
 - 5.6.2 Positioning versus alternative products including perceptual map
 - 5.6.3 Channel plan including social media, website, billboards, print, email, etc.
 - 5.6.4 Identify local research or advertising agencies
- 5.7 Supply Chain Plan
- 5.8 Pricing and Payment Policies

Section 6 Timelines and Resources

- 6.1 Introduction Timeline
- 6.2 Resources Required

Dominican University prepares students to pursue truth, to give compassionate service and to participate in the creation of a more just and humane world.

Format and Style:

This is a formal paper. Pretend that you are writing a report for a real company

- DO NOT use contractions such as don't, it's, etc. Instead, use "do not," "it is."
- Proofread. Have a friend proofread. Have your uncle or aunt proofread. If English is not your first language, have a friend check grammar and sentence structure.
- Grammar counts and slang is not appropriate unless it is part of Messaging.
- Pseudo words such as: "irregardless", "pre-planning", "orientate", etc. are not acceptable.
- Avoid usage such as "they were wanting" and just replace it with "they wanted."
- Minimize dangling prepositions.

Final Presentation:

- Students will present the Executive Summary and selected pages to the class
- Presentations will be about 10 minutes and will count toward the grade.
- Graphics are encouraged.
- Presentation guidelines will be provided.
- Students will be expected to dress appropriately for a business environment.

Final Paper:

- Suggested Length: 20-30 pages or slides (including graphs)
- Refer to outline from text: Appendix B, page 101
- If there are more than 5 typos or grammatical mistakes, points will be deducted per the detailed rubric
- Include graphs/charts in the paper, but make sure to label them and refer to them in the paper. We'll be covering many types of analytical tools used in marketing- use them.
- Use the tools that we covered in class and in the text. Excellent papers will have external references to tools students discovered themselves.
- Primary research and interviews will be required.