



International Marketing – MKT 456
Fall 2009 at University of Nevada, Reno
Dr. Judy Strauss: www.business.unr.edu/faculty/jstrauss

1 uno un um ein uno one -- **Prerequisites** -- one uno un um ein uno one 1

- Desire to learn about International Marketing and willingness to do what it takes
- Successful completion of MKT 210

2 dos deux dois zwei due two -- **Learning Objectives** -- dos deux dois zwei due two 2

By the end of this semester you will have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms use when marketing their products in foreign countries: both American companies marketing elsewhere and foreign firms marketing in the U.S.A. You'll also be able to:

- **Demonstrate** an appreciation of the role of environmental factors such as culture, legal systems, and political systems and their impacts on a company's success or failure in marketing internationally.
- **Understand** international trade theories and terminology.
- **Explain** the international marketplace in terms of its organization (market groups) and the opportunities associated with those groups (developed vs. emerging market places).
- **Analyze** the unique aspects of marketing activities in different countries and cultures (i.e., four Ps, market research, and so forth).
- **Describe** the complexity of global marketing in the 21st century.
- **Identify, interpret and evaluate** data sources for international marketing information
- **Describe** several ethical dilemmas faced by firms marketing globally
- **Write** a feasibility study and marketing plan for entry in another country.
- Improve your oral and written communication skills as well as team work skills through class participation and projects

3 tres trois tres drei tre three -- **Learning Strategies** -- tres trois tres drei tre three 3

International Marketing features lectures, class discussions, student presentations and guest speakers. You will prepare cases and debates for class discussion and create a country feasibility study and marketing plan. Course grades will depend on one page papers (10%), quizzes (40%), and a feasibility plan project (50%). Classroom discussion and books, like road maps, are only models of reality. The best way to experience reality is to become actively engaged in it. Here's how:

1. **Attend class.** Participating in discussions is critical too! No attendance is taken in this class; however you must be present to gain points for quizzes and other activities as listed in this syllabus.

2. **Read. Study.** Yes, memorize too. First you need to get the basics under your belt by learning the assigned material in the course text: Cateora, Gilly, and Graham (2009). *International Marketing* (14th Edition). McGraw-Hill Irwin. ISBN: 0073380989. Additional required reading or viewing is on the class Web site. In this course I will not lecture on the book material except for occasional topics that need clarification or expansion. I assume that you can learn the book on your own so that class time can be used to add breadth and to apply the material via exercises, discussion, projects, and guest speakers.
3. **Guest speakers.** This class features a number of guest speakers who bring incredible knowledge to us and give generously of their time. As a courtesy, please give speakers your full attention, eye contact, and friendly face.
4. **Class contributions (individual).** Throughout the semester there are **four** assignments aimed at helping you apply concepts and prepare for class discussion. Your grades for only **the top three** of your assignments will count, allowing you to miss one if needed. For this reason, contribution assignments must be submitted in person in class and won't be accepted via e-mail or at other times. The point is to enhance class discussion, not to turn it in when you are absent.
5. **Quizzes.** Most weeks there will be a quiz consisting of multiple choice or true/false questions. The quizzes are designed to encourage timely reading of the assigned textbook chapters. This will allow us to explore additional related topics and examples rather than repeating what is in the text. There will be **no make-up quizzes** but you can drop your lowest quiz score, even if it is one you missed. There are no other exams in this class.
6. **Feasibility study / marketing plan (team).** Your international marketing feasibility study seeks to answer the question: Will it work to introduce a product into a particular country? Feasibility studies evaluate market, technological, financial, and organizational factors. Regardless of your decision about the feasibility of the product introduction, you'll write a short marketing plan to recommend product introduction strategies. You'll write and present the work in three parts as indicated on the class web site. Your team will also receive a grade on the three presentations. This is a marketing class, so I expect highly visual, professional, and interesting presentations.

Complete information about this project is available on the class Web site.

Each team member will evaluate other members when the market analysis section is submitted and again at the final presentation (forms are online). Team member grades on the plan will be adjusted for poor performance as evaluated by peers. Any team member with an average evaluation of 70% or lower on the first evaluation will be given a "pink slip" warning that improvement is expected. If that student's final evaluation is also 70% or lower, he/she can receive no higher than a "C" for the **entire course**. If the grade is 60% or lower, the student will receive no higher than a "D" for the course, and if it is 50% or lower, he/she will fail the course.

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Task	% of Grade (assignment weight)
Contribution papers (best 3 of 4)	10 %
Quizzes (drop lowest quiz grade)	40 %
Feasibility / marketing plan team grade +/- peer evaluation 1. Market analysis (15%) 2. Technological, financial, organizational analysis (15%) 3. Complete study and marketing plan (15%) 4. Three plan presentations (5%)	50 %
Total	100 %

For each exam and the project, a mastery system will be used. This means that everyone who achieves a particular level of competency will receive the grade (no curving). This is based on the following scale, as are final grades:

% Required	93	90	88	83	80	78	73	70	68	63	60
Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-

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This syllabus serves as a class policy statement, but assignment and course schedule information will be communicated via the class Web site and occasional e-mail. The online class schedule may change slightly as the work progresses, so check it regularly: it contains links to additional readings, and it is law.

To succeed in this course you must have an e-mail account and check it daily. Your team must also create and participate in a Google Group to facilitate the project work.

6 *seis sechs sei seis six* -- **Your Coach** -- *seis sechs sei seis six* 6

Name: Dr. Judy Strauss
 Office: AB 412a
 Voice mail: Office: 682-9155 Home: 852-1964 (11 am-9 pm)
 e-mail: jstrauss@unr.edu (expect a 48 hour response)
 Web: www.business.unr.edu/faculty/jstrauss
 Office hours: Monday 1:00 - 2:00 pm, before/after class, and by appointment

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Attendance. Attendance is not taken in this class but you must be present for quality learning and a good class grade. Excessive absences can lower your grade significantly because you'll miss weekly quizzes, contribution assignments, and the chance to meet with your team.

Late policy. No late papers or make-up quizzes are allowed in this class. If you miss a feasibility study presentation, you will get a zero on it. If you miss class you may not turn in a contribution assignment unless you have a verified medical excuse.

Team dynamics. It is important that all team members contribute as equally as possible to the feasibility plan. Identify the differing strengths of team members early in the process for effective work allocation and to increase the team's success. Team problems often occur because communication or mutual respect is lacking, and problems caught early can often be resolved. However, if a member of your team is not contributing the expected quantity or quality of work you can notify me of this in the initial and final peer evaluations. Please ask for my assistance in speaking with team members if you think it will help.

Academic dishonesty. Research indicates that 47% to 100% of undergraduates participate in some form of academic dishonesty and that business students are the greatest offenders (see me for research paper and citations). At UNR we take this problem very seriously. Anyone found violating the UNR academic dishonesty policy in this class will receive an "F." Below is the basic definition on the UNR Web site, however, note that the first sentence refers to many things you might normally not consider academic dishonesty, such as turning in someone else's paper when he/she is not present in this class. Even if you do not plagiarize you must credit the ideas of others since it informs your thinking. Otherwise you are "obtaining grades under false pretenses." For more information about plagiarism, see the Purdue web site: http://owl.english.purdue.edu/handouts/research/r_plagiar.html.

"Academic dishonesty is defined as: cheating, plagiarism or otherwise obtaining grades under false pretenses. Plagiarism is defined as submitting the language, ideas, thoughts or work of another as one's own; or assisting in the act of plagiarism by allowing one's work to be used in this fashion. Cheating is defined as (1) obtaining or providing unauthorized information during an examination through verbal, visual or unauthorized use of books, notes, text and other materials; (2) obtaining or providing information concerning all or part of an examination prior to that examination; (3) taking an examination for another student, or arranging for another person to take an exam in one's place; (4) altering or changing test answers after submittal for grading, grades after grades have been awarded, or other academic records once these are official" (<http://www.unr.edu/stsv/acdispol.html>).

Students with Disabilities. The Managerial Sciences Department in the College of Business Administration supports providing equal access for students with disabilities. If you have a disability and require assistance or academic adjustments / accommodations, please contact me or the Disability Resource Center (Thompson Building Suite 101) as soon as possible to arrange for appropriate accommodations. Please meet with me at your earliest convenience to ensure timely and appropriate accommodations.