

**MKTG 469: INTERNATIONAL MARKETING**  
Spring 2011  
**University of Illinois at Chicago**

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Office: University Hall 2228  
Office Hours: Tuesday,  
5:00-5:45pm & by appointment  
Classroom: Lincoln Hall 210, T & Th,  
3:30-4:45pm

Prerequisite

Mktg 360, Introduction to Marketing

Course Objectives

Each student should acquire the following by the end of the course:

- Understanding of fundamental issues in and approaches in global marketing
- Ability to analyze global marketing situations and develop effective marketing plans
- Appreciation of culture and its impact on marketing
- Development of both independent and cooperative work skills for the marketing profession

Attendance & Participation

Attendance of each class is mandatory. Four (4) unexcused absences, which include job interviews and illnesses, are permitted. *Additional absences without prior notification and consent of the instructor will result in a full letter grade penalty for the course.*

Students should arrive on time and remain through the class period. *Later arrival or early departure constitutes an absence and will be marked as such.*

In general, participation in class discussions is expected. Students will be graded on participation.

Grading

Quizzes	60%
Group Paper & Presentation	30%
Class Participation	<u>10%</u>

Total 100%

Grades reflect mastery of the subject (international marketing), which requires a high level of skill and knowledge in the real business world. An “A” is given for *exceptional* work. Showing up for class regularly and doing the assignments/quizzes does not constitute exceptional work. “B” is for above average, or good, work. “C” is for average work, i.e. work done on time and acceptable. “D” is for poor work. “E” is for failing work. In companies very few employees are evaluated as exceptional, most are deemed good to average. Students desiring a different, easier

grading system are advised NOT to enroll in this course. The workload for this course is intensive.

### Classroom Policies

The College of Business Administration is a professional school dedicated to preparing students for careers in business. A proper classroom climate assists students in developing the skills that contribute to their future career success. These classroom policies promote and maintain a professional atmosphere in the classroom conducive for learning:

Students are to treat fellow students and the instructor with respect and courtesy by...

- Thoughtful listening and interaction
- Shutting off all cell phones and laptops before entering class
- Arriving for class on time and leaving at the end of the designated period
- Respecting others' views that may differ from their own
- Using appropriate, professional language
- Refraining from side conversations
- Not reading outside materials in class, e.g. newspapers
- Supporting the instructor's ability to teach and other students' ability to learn
- Turning off all cell phones, pagers, other electronic devices before the start of class
- Refraining from loud, distracting, aggressive behaviors and communications toward others (derogatory comments or threatening actions will not be tolerated)
- Not sleeping in class
- Conducting themselves in a courteous, attentive, and professional manner at all times
- Raising their hands to make comments or ask questions

Students who cannot abide by these policies should consider not enrolling in the course. If necessary, students not complying with these policies will be asked to leave the classroom, possibly escorted by the campus police, and be subjected to actions under the University's Student Disciplinary Procedure.

### Academic Honesty

Students are expected to abide by the CBA Student Code of Ethics. In keeping with CBA policy, *evidence of academic dishonesty, including cheating on a quiz, will automatically result in a failing grade for the course and disciplinary review by the University. Cheating on quizzes will absolutely not be tolerated.*

Plagiarism is also a form of academic dishonesty. It includes passing off someone else's work or ideas as your own, or paraphrasing material from a source (e.g. the Internet) without proper acknowledgement and citation (whether from web or hard copy sources). Changing one or a few words from an original source can constitute plagiarism. *The instructor may use an electronic service to check for plagiarism.*

To avoid plagiarism, do not copy chunks of material from your sources. You are expected to read the material, and then express the ideas in your own words while giving credit to the source. Plagiarism is such a serious offense it is grounds for expulsion from the University and can mar your academic transcripts and reduce prospects for hiring and graduate program admission. See the UIC Student Handbook. Please consult the instructor before writing your paper if you have

questions. All cases of academic dishonesty will be vigorously pursued and brought before the University Disciplinary Committee.

*Also not tolerated is passing off papers written for other courses as uniquely produced for this course.* Courses are sufficiently distinct in content to warrant distinct papers. The instructor can easily spot plagiarized papers (in part or in total) as well as papers written for other courses.

### Written Assignments

All papers should be written clearly, concisely, logically, and in keeping with rules of Standard English. Poor spelling, grammar, syntax, and punctuation will be penalized. If you know you have a writing weakness, you are strongly advised to seek a tutor (free of charge) at the UIC Writing Center. Papers with excessive writing problems will be given a failing grade, or the student/group will be asked to re-write it until it is acceptable.

### Required Materials

*Global Marketing*, 6th edition, by Warren Keegan and Mark Green, 2010, Pearson.

### Quizzes

Quizzes will cover the textbook, lectures, and any articles distributed by the instructor. Lectures will not exactly mirror the textbook. A total of five (5) quizzes will be administered throughout the semester. The lowest quiz score will be dropped, so each of the remaining 4 quizzes counts for 15% of the course grade.

*To ensure equity for the entire class, under no circumstances will make ups, alternative dates and times, or extra time be permitted for quizzes.* If a student misses a quiz for any reason such as illness, the score for that quiz will be a zero. By default that would be the one quiz score dropped, assuming s/he takes the remaining 4 quizzes. If a student is tardy, no extra time will be permitted. As with regular exams and work life, it is best to be punctual.

### Group Paper & Presentation

The instructor will provide companies that international marketing plans are to be written for. Each group will be randomly assigned to a company by the instructor. Your group will research and write an international marketing analysis and plan for the firm to introduce a specific product or service into a country of your choice but outside the U.S. (subject to instructor approval). The firm CANNOT already be selling that product/service in that country. It is advisable to select a country where group members have some familiarity, and can access information about the country, industry, and market.

***You must do both secondary and primary research.*** Examples of primary research include collecting information first hand from the firm, current or prospective buyers, government and trade officials, and/or import-export dealers and distributors. You can conduct interviews by phone, Internet, fax, or in-person. You can also do observational (e.g. in-store) research.

The primary research must be substantial. In other words, conducting a few interviews or doing a few observations is insubstantial. *The paper will be lowered at least one letter grade for weak or non-existing primary research. If you are unsure what qualifies for substantial research, please see the instructor.*

The paper should describe and analyze the company, market, key competitors, financial health, and present a marketing plan for introducing a product or service into a new country.

**On February 8**, groups will submit the specific product/service and country for their project for approval by the instructor (a typed half page description of the company, product or service, and country of introduction).

**On February 22**, groups will submit a 1-page research (with attached table) plan detailing the primary and secondary data that will be obtained, by which team members and on what dates, and which team members are responsible for what task for the pulling together the paper and presentation.

It is **CRITICAL** that the paper incorporate and apply at least four (4) concepts, frameworks, or analytical tools from the course. If these are missing, the paper will be penalized by a full letter grade.

Mandatory as well is a formal bibliography, along with footnotes or citations through the text identifying sources, and exhibits illustrating analysis or providing key data. If you are unsure how to cite publications or web source, or how to write references in a bibliography, you are recommended to go to the Writing Center for guidance.

Because writing is such a critical skill for marketing professionals, it is imperative that the writing and citations be done properly and grammatically. *A failing grade will be given for papers that repeatedly violate the rules of Standard English and grammar.* These papers will be sent to senior marketing executives in the companies selected. Hence, good writing is essential.

Avoid plagiarism. The paper length is 20 pages, excluding bibliography and exhibits.

A brief paper outline is below:

1. Give a concise overview of the firm (sales and profits, financial growth rate, geographic presence, number of employees and length of establishment, brands, products/services) (about 2 pages)
2. Do a situation analysis and SWOT to show why the company's product/service in that country has strong market potential at this time. Include economic, political, legal, cultural, specific market data, as well as firm data (financial resources, managerial experience, product innovativeness, etc.), preferably on a comparative basis to support your choices. You want to demonstrate this product/company/country has high sales potential. (about 2 pages)
3. Specify the entry strategy (about 2 pages)
  - Mode, e.g. export, wholly owned (why this mode, how it may change over time)
    - Location (e.g. which cities or areas, in what order over time, reasons)
4. Elaborate the target market, i.e. its...(incorporate a segmentation analysis) (about 3 pages)
  - Demographics and/or other user traits
  - Size, sales potential

- Significant trends
  - Why this segment and not others
5. Describe the overall strategy (about 3 pages)
- Who are likely competitors (domestic and foreign), their success to date or anticipated success, and their strategies and likely areas of vulnerability
  - Your firm's competitive strategy in that country (refer to frameworks from this course)
  - Your firm's positioning strategy (refer to frameworks from this course)
6. Detail the marketing mix (tactics) (about 8 pages)
- Product/service (which one, how adapted if at all, why appropriate, what needs it meets, what advantage it has over local and global competitors' products/services, where manufactured and materials sourced)
  - Promotion (what media, other promotional efforts, what kind of reach expected, how promotion would be culturally appropriate, economic, etc.)
  - Pricing (what pricing strategy used, how deal with inflation, currency issues)
  - Distribution (what channels to be used, what channels available, ease or difficulty of channel access, measures used to overcome difficulties, issues of tariffs/quotas, etc.)

The above is not exhaustive of what you can include in a marketing analysis and plan. The goal is to write a plan that is realistic (since no company has infinite funds and expertise), logical, coherent, integrated (part x makes sense with part y), and accounts for the complexity of successfully introducing products/services abroad. This is where the Situation Analysis and SWOT are important, because they guide you in determining what the firm is capable of actually doing. Your marketing plan should match this analysis.

Take the position of a consultant through the paper. *You must support your plan and analysis throughout with data, logic, and frameworks from the course.* Do not simply state the company should do "x" or "y" without substantiation. Your primary and secondary research should support these points.

In addition to the paper, the groups will present their findings and strategic plan to the class. Be concise. *Going over the time allotted will result in a grade penalty.* Each group member must participate in delivering the presentation. It is helpful to rehearse. Groups are encouraged to be creative with visuals and extra materials. A hard copy of the presentation slides should be given to the instructor on presentation day.

Note that the group grade rests on two (2) parts: presentation and written report.

To ensure equal contribution, group members will anonymously evaluate one another. The evaluations will be used by the instructor to determine the group and, if necessary, individual grades. Groups will also develop and sign contracts guiding their group work. *Contracts are binding. Students who are expelled from their group will have no recourse, and will receive a failing grade for that assignment; therefore it is recommended everyone be a team player and from the very beginning and throughout the project contribute to its success.*

## Information Sources

There are many accessible sources of international marketing information:

### **Secondary Sources**

- Books can be searched at the library via UICCAT
  - Articles from 1,200 business newspapers and journals can be searched via ABI-Inform Global, Business Knowledge Research, Hoover's Online, Business Source Elite on the UIC Library website (look up your company or product/service)
  - Economic data, such as from the World Bank and United Nations, can be searched for in the government documents section, third floor, of the UIC library (most in microfiche)
  - Directories of firms provide detailed information on companies, e.g. Principal International Businesses, Directory of U.S. Exporters, and are available in the UIC library reference section
  - Most countries have web sites for their trade offices, which give data about market conditions, import/export regulations, foreign investment prospects, currency issues, legal and regulatory requirements, economic growth, and so on.
  - Many countries also have consulates in Chicago. You are encouraged to visit a consulate and talk with a commercial or trade officer for detailed information about that country.
  - Internet (only a small list)
- CIA World Factbook
  - World Trade Organization
  - World Bank
  - Michigan State University CIBER Global Edge/
  - US Department of Commerce

**Primary Sources** (phone, fax, email, Internet, in person surveys and direct observation)

- Company managers and other employees
- Current or prospective customers (you can do a survey)
- Country experts (e.g. current or former residents, UIC professors with knowledge, government representatives e.g. at country consulates)
- Industry experts (e.g. wholesalers or distributors for product, trading houses, retailers, trade association representatives, government bureaucrats)
- Consumers from the country/culture (people who formerly lived there and are now living in Chicago, or persons who are living in that country/culture and can be interviewed electronically or by phone; look for persons in the ethnic communities and neighborhoods of relevance, including through community organizations, local business associations)

## Late Paper Policy

Late submissions will be accepted but with penalty: each school day (M – F, 8:30 to 5:00) late will result in a full letter grade penalty for that assignment.

The group is responsible for notifying the instructor by email or phone of late submission and the exact date of submission. Papers arriving after 5:00pm will be considered as submitted the following day. If late papers are not literally handed to the instructor, they can be given to the Managerial Studies Department administrative staff with signature and time/date noted on receipt.

### Quiz Policy

*Under no circumstances* will the instructor give a quiz on any other day and time than those posted for the entire class. *There will be no make up quizzes.* If a student foresees a schedule conflict, then s/he should re-arrange the other commitment or take another course.

### Other Information

Students are advised to read this syllabus carefully to understand course parameters. ***Receipt of this syllabus constitutes acknowledgement of the policies and requirements of the course, and therefore attempts to negotiate special deadlines, assignments, or policies will not be entertained.***

If a student anticipates the course assignments to be incompatible with work and class schedules or other time demands and interests, s/he is strongly advised to enroll in another course. This is an upper level elective for undergraduate business majors, mostly graduating seniors, and thus assignments are consistent with advanced university coursework.

**COURSE SCHEDULE (Subject to Change, 1/10/2011)**

<b>Date</b>	<b>Chapter</b>	<b>Subject</b>	<b>Quiz/Assignment</b>
1/11		Course Overview	
1/13	1	Intro to Global Marketing	
1/18	2	Global Economic Environment	
1/20	3	Global Trade Environment	
1/25	4	Global Socio-Cultural Environment	Form Teams, Assign Firms
1/27	4	Global Socio-Cultural Environment	
2/1	5	Global Political-Legal-Regulatory Environment	Quiz 1 (Ch. 1-4)
2/3	5	Global Political-Legal-Regulatory Environment	
2/8	6	Global Market Research	Project Description Due
2/10	6	Global Market Research	
2/15	7	Global STP	
2/17	7	Global STP	
2/22	8, 9	Global Sourcing & Market Entry Strategies	Quiz 2 (Ch. 5-7) Research/Responsibility Plan Due
2/24	8, 9	Global Sourcing & Market Entry Strategies	
3/1	16	Global Strategy & Competitive Advantage	
3/3	16	Global Strategy & Competitive Advantage	
3/8	10	Global Product & Brand Decisions	Quiz 3 (Ch. 8, 9, 16)
3/10	10	Global Product & Brand Decisions	
3/15	11	Global Pricing Decisions	
3/17	11	Global Pricing Decisions	
3/22		<b>SPRING BREAK</b>	
3/24		<b>SPRING BREAK</b>	
3/29	12, 15	Global Channel Decisions & Digital Revolution	Quiz 4 (Ch. 10, 11)
3/31	12, 15	Global Channel Decisions & Digital Revolution	
4/5	13, 14	Global Marketing Communications Decisions	
4/7		<b>TEAM WORK</b>	
4/12	13, 14	Global Marketing Communications Decisions	
4/14		<b>Group Presentations**</b>	Quiz 5 (Ch. 12, 13, 14, 15)#
4/19		<b>Group Presentations**</b>	Group Papers Due
4/21		<b>Group Presentations**</b>	Group Papers Due

4/26		<b>Group Presentations**</b>	Group Papers Due
4/28		<b>Group Presentations**</b>	Group Papers Due
5/3		<b>NO FINAL EXAM</b>	

#Excludes Chapter 17

**\*\*Students are expected to attend all presentations; these are regular class sessions and attendance will be taken.**