SEMESTER AT SEA – SUMMER 2012
Course Syllabus

SEMS 3500-502: INTERNATIONAL MARKETING
3.00 credit hours

PRE-REQUISITE: Principles of Marketing (300-level)

INSTRUCTOR: Lyn S. Amine, PhD
Professor Emerita of Marketing and International Business
Email (preferred): aminels@slu.edu

COURSE DESCRIPTION: OBJECTIVES, METHODS AND OUTCOMES

This course builds on Principles of Marketing, taking an environmental systems approach to doing business outside one’s home market. This requires study of socio-cultural, economic, political, legal, technological, and competitive aspects of markets before proceeding to analysis of opportunities for market segmentation, modes of market entry, and development of a competitive marketing strategy. Market opportunities are assessed for various sizes and types of companies in developed and emerging markets, including countries to be visited on this voyage. Key concerns are marketing ethics, corporate social responsibility, sustainable development, and managing the effects of sudden political change.

Course methods include class discussions based on the textbook and additional materials, team research assignments, reports and presentations, and site visits. You will acquire knowledge about companies, countries, customs, and competition in other markets. You will learn how to develop an international marketing strategy, starting with environmental analyses, company assessment, and competitive analysis. This leads to formulation of a marketing plan that will achieve company mission, vision, performance goals, and objectives for each target market. The course promotes increased tolerance for the values and beliefs of people of other nationalities and cultures, and develops your skills in public speaking, teamwork, and time and task management.

TEXTBOOK AND SUPPLEMENTARY READINGS:

Additional learning and study materials are available online at the website accompanying the textbook. These are very useful and will facilitate your learning. Please make use of these in preparing for your tests. Other reading materials (articles, case studies) may be used to complement readings from the textbook.

GRADE COMPONENTS (see Course Requirements below for details):
Mid-term multiple-choice test 1 200 points
Final multiple-choice test 2 200 points
EITHER Team presentation with documentation (group grade) 200 points
OR Individual research paper (depending on class size)
Professionism / Attendance / Contributions 200 points
Field Lab (two-person / team grade) 200 points

Total 1000 points

FINAL SCORES AND LETTER GRADE EQUIVALENTS: (1000 points total)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>921+</td>
<td>A-</td>
<td>900-920</td>
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<td>B+</td>
<td>870-899</td>
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<td>770-799</td>
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<td>600-699</td>
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<tr>
<td></td>
<td></td>
<td>AF</td>
<td>Failure due to absences from class</td>
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COURSEWORK REQUIREMENTS:

Tests
There will be 2 tests (mid-term and final). The learning emphasis is on mastery of key terms, theories and concepts in International Marketing, as explained in the textbook.

Do NOT expect to do well on these tests based on last-minute reading of the textbook! You are strongly encouraged to develop a regular reading habit and make use of the textbook’s additional online learning materials.

EITHER: Team Presentation with Supporting Documentation (See attachment 1)
This assignment involves background research, team deliberations, and a classroom presentation using Powerpoint. Teams will be limited to five persons to facilitate meetings. You will evaluate your peers using the form in attachment 2.

All newly-formed teams must expect to deal with FSNP issues and challenges:
- Forming the team,
- Storming through style differences,
- Norming your work styles and expectations, and
- Performing tasks necessary for a successful group presentation.

If you need help managing your team experience, do ask the instructor for help in a timely manner. Don’t let small issues grow into major problems that may affect your performance.

OR: Individual Research Paper (See attachment 3)
Depending on class size, you may be allowed to write an individual research paper.

Professionalism / Attendance / Contributions (See attachment 4)

You are expected to attend class regularly since it was your choice to enroll. You will be called upon by name to contribute so that all of us can benefit from your insights, opinions, and past experience.

- More than 3 unexplained absences will negatively impact this component of your final grade (AF grade).
- Failure to prepare for class discussions or coming to class without doing research homework will lower your professionalism grade due to lack of contribution.

You will evaluate your own professionalism and commitment to the class twice, at mid-term and at the end of the semester. You will receive written feedback comments and an “indicator” grade at mid-term to assist you in achieving your targeted level of performance.

Field Lab See http://www.semesteratsea.org/voyages/summer-2012/summer-2012-courses.php
“Field Visit and Roundtable Discussion: Retail Target Marketing and Practices in Morocco”

This Field Lab will provide you with a clearer understanding of similarities and differences in retail marketing environments and will alert you to brand marketing issues in an emerging market environment. In Casablanca, we will visit three retail environments: a department store, an informal open-air market, and a brand-new, high-end shopping mall which opened for business in December 2011. Working in a team of TWO people, you will take field notes on your observations at each site, along with supporting photographs where allowed. Immediately after the site visits, you will participate in a roundtable discussion on board ship. Then, as a team, you will collate and analyze your materials, writing up your findings and recommendations in a 6-page report (not counting cover sheet, photos in appendix). See Attachment 5.

- Remember: it will not be sufficient merely to take photos during the Field Lab. You must analyze your observations, relate your findings to specific theories / concepts from the textbook, draw conclusions, and make recommendations for effective marketing strategies.
Our roundtable discussion and plenary session after the site visits will address these questions:

(i) Which consumer segments are targeted by each retail format, and which segments actually make purchases in each retail environment?
(ii) What are typical price points for merchandise in each location?
(iii) What role does product branding play?
(iv) How important is brand or merchandise country-of-origin labeling?
(v) Describe the atmospherics of each location. Can these be managed more effectively? By whom?

COURSE POLICIES AND EXPECTATIONS:

Students with Disabilities
Students with disabilities who believe that they need accommodations in this class are encouraged to consult with SAS in order to ensure that such accommodations are implemented in a timely fashion to the extent possible on the voyage.

Academic Honesty
Cheating of any type (including plagiarism) will penalized.

A work will be considered plagiarized if it copies more than 6 words from an already-existing source or if it reflects the structure or content of an existing document without appropriately identifying the source. If words are copied verbatim, they must be placed in quotation marks and properly documented.

All individual or team work submitted by students should be entirely original and completely the work of the student or team.

Soliciting, receiving or providing any unauthorized assistance in the completion of any work submitted toward academic credit is dishonest. It is the responsibility of any student who observes such dishonest conduct to call it to the attention of a faculty member or administrator.

Due Dates, Make-Up Work and Extra Credit Options
All assignments must be completed on the date specified in the following schedule, unless permission for a change has been previously granted by the instructor. Make-up work and extra credit options are not available.

Use of Online Technology
You are expected to use online technology in this class. Individual questions can be emailed to the instructor. Powerpoint must be used for presentations.
**SCHEDULE:**

### I. MINDSETS AND VALUES IN INTERNATIONAL MARKETING

<table>
<thead>
<tr>
<th>C1</th>
<th>Class organization, review of syllabus, and introductions</th>
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<tbody>
<tr>
<td>Add / Drop</td>
<td>Discussion: Professional reading habits / sources of int’l news and business information</td>
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<tr>
<td>C2</td>
<td>Discussion of maps and personal worldviews, effects of the SRC, and ethnocentric thinking</td>
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<tr>
<td></td>
<td>Introduction of FSNP model and the need for cultural sensitivity in team work</td>
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<td></td>
<td>Organization of teams: preliminary team meetings to prepare 1-page outline of presentation</td>
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<td>(Instructor will meet individually with research paper writers, as needed)</td>
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<tr>
<td>C3</td>
<td>Ch. 1 Scope and Challenge of Int’l Marketing</td>
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<td>Ch. 2 Dynamic Environment of Int’l Trade</td>
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<tr>
<td>C4</td>
<td>Ch. 3 History</td>
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<td>Discussion: How are we shaped by collective memory of our national history, and how do issues relating to animosity and country-of-origin (COO) affect our attitudes?</td>
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<tr>
<td>C5</td>
<td>Ch. 3 Geography</td>
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<td>Discussion: How has the geography of countries on itinerary affected national trading patterns and consumer lifestyles? (Pick ONE country for your comments)</td>
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<td>C6</td>
<td>Research seminar with SAS librarians: how to access databases and do business research?</td>
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<tr>
<td>C7</td>
<td>Ch. 4 Cultural Dynamics</td>
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<td>Discussion: Which Mediterranean countries on our itinerary do you expect to be most similar or most different? What are the visible effects of globalization / anti-globalization?</td>
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<td>C8</td>
<td>Ch. 5 Culture, Management Style and Business Systems</td>
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<td>Ch. 17 Personal Selling and Sales Management</td>
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<td>Discussion: Which country on the itinerary would you like to live and work in as an expatriate marketing manager for two years?</td>
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**Reminder: study the two websites for C9 so that you are able to speak about them with confidence**

### ARRIVE /DEPART SPAIN

| C9   | Ch. 7 International Legal Environment  |
|      | Discussion about ‘playing by the rules’ according to these two websites:  |
|      | www.usdoj.gov/criminal/fraud/docs/dojdoch.html  |
|      | www.MarketingPower.com (Click on “AMA info,” “About AMA,” “Statement of Ethics”) |

### ARRIVE /DEPART ITALY

### ITALY REFLECTION DAY

| C10  | TEST 1 (chapters TBA) |

**Reminder: do background research on relations between TWO EU member states for C11**

### ARRIVE /DEPART CROATIA

### II. ROLE OF POLITICS, LAW AND ETHICS IN INTERNATIONAL MARKETING
**Reminder: do background research on Turkey for C12**

**C11**
Ch. 9 Economic Development and the Americas  
Ch. 6 Political Environment: A Critical Concern  
Discussion: How members of trading blocs get along (or not)

**C12**
Ch. 10 Europe, Africa and the Middle East and selected parts of Ch. 15 Channels  
Discussion: “Talking Turkey.” What are your TWO interesting facts about Turkey?

**ARRIVE /DEPART GREECE**

**C13**
Team Presentation 1 and Plenary Discussion  
Why Do We Still Need “Mom and Pop” Stores in Europe When We Have Carrefour?

**ARRIVE /DEPART TURKEY**

**C14**
Team Presentation 2 and Plenary Discussion  
Global Counterfeiting: Can It Be Stopped? Do We Want It To Stop?  
**Reminder: collect product samples for C18**

**C15**
Team Presentation 3 and Plenary Discussion  
How Zara and Sephora Became World Leaders  
Test 1 scores and mid-term indicator participation grades returned

**III. DEVELOPING GLOBAL MARKETING STRATEGIES**

**C16**
Ch. 8 Global Vision through Marketing Research  
Ch. 12 Global Marketing Management: Planning and Organization  
Discussion: Which country on the itinerary presents the greatest challenges for effective marketing research?

**C17**
Team Presentation 4 and Plenary Discussion:  
Which European Car Would You Choose and Why?

**C18**
Ch. 13 Products and Services for Consumers and selected parts of Ch. 18 Pricing  
Global products demonstration: Bring to class four packages / products to illustrate aspects of labeling, packaging, and COO  
**All research papers due today**

**ARRIVE /DEPART MOROCCO**

**C19**
Ch. 16 IMC and International Advertising

**ARRIVE /DEPART PORTUGAL**

**STUDY DAY**

**C20**
Team Presentation 5 and Plenary Discussion:  
Football and Advertising: Do We Even Notice Which Club Endorses What?  
Research papers returned  
**One-page final self-evaluations of participation due today**
STUDY DAY JUNE 10

C21 Team Presentation 6 and Plenary Discussion: Croatia vs Greece: Building Country Image and Tourist Preference

C22 Team Presentation 7 and Plenary Discussion: Point-of-Sale Advertising and Promotion: What Works and What Doesn’t?

C23 Test 2 review / catch-up day – bring written questions to class
Last class Final self-evaluations returned

** Field Lab reports due today

STUDY DAY JUNE 15 Field Lab reports graded and available for pick-up today
GS Exam

C24 FINAL TEST 2 (chapters TBA) JUNE 16
EXAMS

RE-ENTRY DAY JUNE 17

ARRIVE BOSTON
Team Presentation Requirements

Objectives

Each presentation title suggests an approach to the topic. Be sure to answer any question in the title and/or provide an opinion where invited by the title. All audience members will write an evaluation of your presentation.

Be creative and consider different presentation formats. Make use of PowerPoint, online resources, product samples, advertising storyboards, maps, photographs, and the chalkboard, to convey results of your research.

Requirements

Presenters (maximum five per topic) will be graded as a group. You are expected to function as a team when preparing and presenting the topic, so avoid repeating content during your presentation.

Each team must meet at least TWICE with the instructor, with all team members being present.

Presentations should run about 25-30 minutes, followed by a plenary Q&A session. Aim to stimulate class members’ involvement in the plenary after your presentation. This may be achieved by closing with specific questions for the audience.

Avoid reading your notes or the Powerpoint slides to the audience! This is a professional managerial presentation (that may get you promoted or fired in real life).

The team is entirely responsible for working with the A/V Department to make sure that ALL equipment functions properly. Bring connector cables for use with a laptop and be sure to do a TEST RUN!

Remember: Practice, practice, practice to achieve a professional standard!

Team Management

Being a conscientious and productive team member is an integral part of being a successful business person, so plan on developing the necessary skills now. These include:

- delegation and coordination,
- time management and respect for deadlines,
- personal flexibility and reliability,
- willingness to adapt to others, and
- a desire to produce valuable work.

If you encounter any problems with your team, contact the instructor immediately for help.

Don’t delay and allow a dysfunctional situation to impact your group grade.

Deliverables

Submit a ONE-PAGE OUTLINE for approval by the instructor, before the team starts detailed research on the presentation.

Submit FOUR documents at the time of the presentation. Missing or late documents will incur a penalty for the group of 5 points per day late.

1. A personal summary stating what you learned from doing the project (1-page maximum).
2. A personal evaluation of your team members (using the attached form)

Fold and staple items 1 and 2 for privacy. These will remain confidential and will be used to determine whether a downward adjustment in grade is necessary for any individual team member. No upward adjustments will be made. (continued below)
Attachment 1  

Team Presentation Requirements (continued)

3. The group’s **combined list** of all Electronic Sources and Bibliography consulted, cited according to standard formats (www.apastyle.org/elecref.html). DO NOT list your sources in the Powerpoint presentation.

4. A **hard copy** of the team’s Powerpoint slides (black and white only, 6 images per page).

**Grading Criteria**

Presentations are graded according to these criteria:

- Depth and breadth of preparatory research and documentation presented.
- Maturity of treatment, level of insight and analysis of the opportunities / problems / issues.
- Use of “air-time” and balance of individual contributions by each individual presenter as a member of the team.
- Format, style and tempo of the presentation.
- Completeness and originality of recommendations or questions for class discussion.
- Efficient functioning of the team as research group
- Individual ability to handle questions and lead class discussion
- Personal presentation skills such as confidence, control of timing, pacing, eye contact, voice volume, spontaneity, organization and use of audio-visual materials.
- Evaluation of the group’s bibliography and individual written statements of contribution.
CONFIDENTIAL EVALUATION FORM

Write the name of your team members in the spaces below and evaluate each person using a scale of 1-10, with 1 meaning “strongly disagree” and 10 meaning “strongly agree.” DO NOT give all 10s. This is an abdication of your professional responsibility to evaluate the work of others. Do not evaluate yourself.

Fold and staple this form to your personal summary of learning (1-page) and submit on the day of your presentation.

Presentation title: ____________________________ Your name: ____________________________

Name of team member 1: ____________________________

Provided valuable input into the team’s work Score: ____________________________
Attended and participated in all scheduled team meetings Score: ____________________________
Made an effort to cooperate and be flexible in accomplishing tasks Score: ____________________________
Took responsibility for a reasonable amount of work Score: ____________________________
Delivered work on time and as promised Score: ____________________________
Overall, this person was an asset to this project Score: ____________________________
In the future, I will be happy to work with this person again Score: ____________________________

Name of team member 2: ____________________________

Provided valuable input into the team’s work Score: ____________________________
Attended and participated in all scheduled team meetings Score: ____________________________
Made an effort to cooperate and be flexible in accomplishing tasks Score: ____________________________
Took responsibility for a reasonable amount of work Score: ____________________________
Delivered work on time and as promised Score: ____________________________
Overall, this person was an asset to this project Score: ____________________________
In the future, I will be happy to work with this person again Score: ____________________________

Name of team member 3: ____________________________

Provided valuable input into the team’s work Score: ____________________________
Attended and participated in all scheduled team meetings Score: ____________________________
Made an effort to cooperate and be flexible in accomplishing tasks Score: ____________________________
Took responsibility for a reasonable amount of work Score: ____________________________
Delivered work on time and as promised Score: ____________________________
Overall, this person was an asset to this project Score: ____________________________
In the future, I will be happy to work with this person again Score: ____________________________

Name of team member 4: ____________________________

Provided valuable input into the team’s work Score: ____________________________
Attended and participated in all scheduled team meetings Score: ____________________________
Made an effort to cooperate and be flexible in accomplishing tasks Score: ____________________________
Took responsibility for a reasonable amount of work Score: ____________________________
Delivered work on time and as promised Score: ____________________________
Overall, this person was an asset to this project Score: ____________________________
In the future, I will be happy to work with this person again Score: ____________________________

ADD ANY COMMENTS ON THE BACK OF THIS PAGE:
Attachment 3

Dr. Lyn S. AMINE

INDIVIDUAL RESEARCH PAPER REQUIREMENTS

**Due date: C18

Topic Selection and Approval
- You may choose your own topic in International Marketing but a one-page outline and a paper title must be approved before you start to write.
- You are encouraged to consult with the instructor when selecting your topic and developing your outline.
- Be sure to feature a function of Marketing, an industry, and specific countries / regions:
  
  For example, A Comparative Study of Product Labeling in the Cosmetics Industry in Europe OR A Study of Corporate Social Responsibility among Global Leaders in the Automobile Industry.
  
  Avoid simple descriptive studies (such as Marketing in Spain).
- Papers submitted without prior approval of the title and the topic will receive a lower grade.

Research Effort
- Your paper should demonstrate a substantial research effort using a range of documentary resources such as scholarly journals, business publications, books, and government documents.
- DO NOT RELY SOLELY on use of Google, self-promoting company web sites, or US-centric sources of information (such as www.cia.gov and the World FactBook).
- Internet resources should be checked for:
  - currency (see date at the foot of the homepage);
  - reliability (look for the sponsoring organization);
  - completeness and freedom from bias (apply your judgment).

Acknowledgment of Sources
- ALL reference materials must be fully acknowledged in your list of references to avoid plagiarism, which is a form of academic dishonesty (see syllabus for information).
- Keep all your research materials available for consultation, in case of follow-up questions by the instructor at the time of grading.

Formatting
- Type the paper in double-space with 10-pages of text in Times Roman 12 font.
- Your paper must include the following but they are not counted in the 10-page limit:
  - a Table of Contents
  - in-text indication of sources (author, year)
  - an alphabetical bibliography of all sources using a recognized style of citation


Presentation
- Careless typing, proofreading, grammar, spelling, paragraphing, etc. will be penalized by a lower grade.

Supporting Materials
- Supporting materials such as tables, graphs, diagrams, photographs, web site documentation, etc. should be attached AT THE END of your paper and are not limited in number.
- Number each item as a table, figure or appendix, and give each item a title.
**Professionalism / Attendance / Contributions Guidelines**

The course will be conducted in a seminar style, requiring regular attendance, active involvement, and regular in-class contributions from every class member. You are expected to conduct yourself professionally and will be graded on your level of sustained involvement.

Mid-term indicator letter grades will alert you to your current level of participation. It is expected that you will maintain or expand your level or type of participation between mid-term and the end of the semester. This is the purpose of the two self-evaluations and the individualized written feedback. **Due dates: C13, C20**

If you are unsure how to participate comfortably for your own learning style, do contact me at any time during the semester. It is not necessary to wait for the mid-term evaluation to initiate a discussion. Remember active learning through participation brings the best results, both personally and academically!

In its most basic sense, **professional conduct** means:

- Arriving promptly, entering the class quietly, and removing all hats and caps;
- Switching off all electronic devices in order to pay full attention;
- Treating other students and the instructor with courtesy;
- Wearing appropriate attire for your team presentation;
- Avoiding disruptive behaviors such as chattering, working on other assignments during class, losing important papers (such as your syllabus or list of course assignments), chewing gum, or sleeping in class.

Remember – any of these behaviors may get you fired when you start your professional career, so better to start practicing good work habits now!

Repeated instances of disruptive or unprofessional behavior will have a severe impact on your grade for professionalism and may result in zero points. Repeated absences will result in an AF grade and heavily reduced points.

At a more sophisticated level, **professional conduct** means:

- Preparing in a timely manner for activities listed on the syllabus;
- Participating voluntarily in this course which you have chosen to attend;
- Providing thoughtful contributions on a regular basis: for example – in-class comments, questions or answers to questions, follow-on comments and questions through email, provision of advertising examples, articles, online links, and so on.

The difference between grade levels lies in the **degree of excellence** and **consistency of contributions**.

“**A**” participation (+ or -) is highly consistent, reliable, regular from week to week. It is notably committed, thought-provoking, challenging but credible, and very interesting.

“**B**” participation (+ or -) is consistent, valuable, and tends to consolidate the general theme under discussion. However, contributions do not cover as broad a range as in the “**A**” grade; do not invite broader discussion or progression into new areas; or do not demonstrate independent thinking characteristic of the “**A**” grade.

“**C**” participation reflects under-performance in one or more areas, due to a lack of effort or consistency. Contributions are sporadic, poorly supported or inadequately thought through. Poor preparation of reading assignments may result in inability to answer questions or lack of an opinion on a study topic. **Reluctance to contribute despite regular attendance falls into this category**

“**D**” and “**AF**” grades indicate serious deficiencies of various types (repeated absences, lack of preparation, inability or unwillingness to participate, missed deadlines, and other indications of lack of commitment).
FIELD LAB REPORT REQUIREMENTS

Working in a team of TWO people, you will take notes and photographs during the Field Lab in Casablanca, entitled: “Field Visit and Roundtable Discussion: Retail Target Marketing and Practices in Morocco.”

You will participate in the roundtable discussion and plenary after the site visits to discuss these questions:

(vi) Which consumer segments are targeted by each retail format, and which segments actually make purchases in each retail environment?
(vii) What are typical price points for merchandise in each location?
(viii) What role does product branding play?
(ix) How important is brand or merchandise country-of-origin labeling?
(x) Describe the atmospherics of each location. Can these be managed more effectively? By whom?

Then working with your team-mate, you will collate your notes, photos, and personal observations into a 6-page report, jointly composed and produced. Your report will analyze results of the Field Lab by referencing information from the textbook, drawing conclusions about your own observations, and offering recommendations for effective retail marketing strategies.

You may assess each site individually or comparatively but, at some point in your report, you should aim to synthesize all your impressions and research, in order to achieve a full understanding of the Moroccan retail environment as an example of conditions in an emerging economy.

The report must have a cover page, 6-pages of text, typed in double-space, 12 font, with normal margins, and an appendix in which photos are titled and numbered to reflect the same sequence in which they are mentioned in the text. Each photograph should serve a clear purpose in your analysis. Do not include a photo simply because it is “interesting.” A maximum of 12 photos is allowed in your appendix.

The report should be accompanied by a personal evaluation of your team member, using the same form as in Attachment 2 above. Fold and staple your evaluation for confidentiality and hand to me in person with your report.

**Your team report and individual evaluations are due in class on C23, the last day of class.**