

## SEMESTER AT SEA COURSE SYLLABUS

**Fall 2012**

**Discipline: Commerce**

**SEMS 2500-501: International Marketing (Section 1)**

**Proposed as Upper or Lower Division:**

**Faculty Name: Sergio Carvalho, Ph.D.**

**Pre-requisites:** Introduction to Marketing

### **COURSE DESCRIPTION**

The *International Marketing* course will provide students with an understanding of international similarities and differences in marketing structures, functions and processes as related to the socio-economic and cultural environment and a consideration of the opportunities and problems of international marketing.

### **COURSE OBJECTIVES**

The course will have as its objectives to:

1. Develop skill and knowledge to understand, interpret, and analyze modern international marketing strategies and practices;
2. Build a strong foundation for critical thinking in the area of international marketing;
3. Investigate and report on leading international marketing issues, practices, and ideas.
4. Analyze current international trends and developments, similarities and differences, and convergences and divergences among trade systems – as related to cultural, political, religious, social, economic, and global variables and influences.
5. All of the above objectives will be accomplished by comparing the marketing environment of developed and developing countries.

### **REQUIRED TEXTBOOKS**

**AUTHOR: Philip R. Cateora & John L. Graham**

**TITLE: International Marketing**

**PUBLISHER: McGraw-Hill Ryerson**

**ISBN #: 9780073080062**

**DATE/EDITION: 13th Edition**

**Harvard Cases: (Can be purchased through the UVA Bookstore.)**

1. IKEA Invades America
2. Heineken N.V.
3. Louis Vuitton in India
4. Coca-Cola's marketing Challenges in Brazil: The Tuba nas War

## TOPICAL OUTLINE OF COURSE

### Day 1

- Course Overview
- Course Outline will be handed out.

### Day 2

- The Importance and Scope of International Marketing Chs. 1 & 2.

### Day 3

- Assessing Global Markets: Culture Dynamics of IM Chs. 3 & 4

### Day 4

- Culture, Management Style, and Business Systems Ch. 5; **Group Formation**

### Day 5

- **Case Study: IKEA Invades America**

### Day 6

- The Political & Legal Environment of IM Chs. 6 & 7

### Day 7

- Developing a Global Vision through Marketing Research Ch. 8

### Day 8

- **Term Exam #1 Chs. 1- 8**

### Day 9

- Emerging Markets Ch. 9

### Day 10

- **Case Study: Louis Vuitton in India**

### Day 11

- Multinational Market Regions and Market Groups Ch. 10

### Day 12

- Strategies for International Expansion Ch. 11

### Day 13

- The International Marketing Mix: Products and Services for Consumers Ch. 12 & 13

### Day 14

- **Case Study: Heineken N.V.**

### Day 15

- The International Marketing Mix: Products and Services for Business Ch. 13

### Day 16

**Term Exam #2 Chs. 9-13**

### Day 17

- The International Marketing Mix: Distribution Chs. 14 & 15

### Day 18

- **Field Trip Debriefing**

### Day 19

- The International Marketing Mix: Integrated Marketing Communications, International Advertising, Personal Selling and Sales Management Chs. 16 & 17

### Day 20.

- **Case Study: Unilever in Brazil: Marketing Strategies for Low Income Consumers**

### Day 21.

- The International Marketing Mix: Pricing Ch. 18

### Day 22.

- Negotiating in IM Ch. 19

### Day 23.

- **Term Exam #3 Chs. 14-19**

## **FIELD LAB ASSIGNMENTS**

The field portion of the course will focus on ‘Market Entry Strategies and Practices.’ Throughout the voyage students will have the opportunity to, in a comparative manner, investigate the application of market entry strategies and practices to the reality of both developed and developing countries. Students will meet with American, British, Brazilian and South African trade commissioners operating abroad to learn from their experience the major reasons for success and failures in expanding internationally. In addition, students will have the opportunity to visit the following sites in Rio on November 14, 2012:

- 1. AMCHAM Rio** - <http://www.amchamrio.com.br/>. In this visit, students will get a general understanding of Brazil’s economy and trade, and the major opportunities and challenges in doing business in an emerging economy like Brazil.
- 2. Walmart Brasil** - <http://www.walmartbrasil.com.br/>. Walmart, an American company, arrived in Brazil in 1995, with an aim to offer low prices and operating in a sustainable and socially responsible manner. In this visit, students will learn the challenges faced by Walmart in entering a culturally diversified market like Brazil. More specifically, students will learn the adaptations processes that Walmart had to go through in order to succeed in Brazil.
- 3. Petrobras** - <http://www.petrobras.com.br/en/>. Petrobras is Brazil’s state owned petroleum company. This visit will focus on the discovery of the new oil fields in the Atlantic Ocean that

will place Brazil among the major exporters of oil in the world. Students will also have the opportunity to learn about the implications of this discovery on energy alliances in the South America and worldwide.

## **METHODS OF EVALUATION**

1. **Class Participation (10%)** – Students are expected to attend class regularly and participate in everyday case discussion/presentation. Each student should be prepared to discuss the assigned readings, articles and cases at all times.
2. **Individual case assignment (15%)** – Each student is responsible to hand in one case analyses write-up out of the four case studies assigned for this course.

The case assignment **MUST BE** typewritten, **double-spaced**, 12 Times New Roman or 11 Arial fonts with a maximum of eight pages. **Handwritten case write-ups will not be accepted.** A maximum of 10 pages of exhibits may also be included. The cover page should indicate the title of the case, the date, course number, and student number. **Do not put your name on any written submissions. You should identify yourself only by your student number.**

**The case write-up MUST be submitted at the beginning of the class that it has been assigned to be discussed. NO LATE SUBMISSION WILL BE ACCEPTED. AS YOU KNOW WAY IN ADVANCE THE DUE DATE FOR THE CASE ANALYSES OF YOUR CHOICE, THERE WILL BE NO EXCEPTIONS TO THE ABOVE RULES. Please, do not approach me with any excuse for not handing in your case assignment on the due date.**

3. **Term Exams (45%)** – There are three term exams scheduled for this course. Each is worth 15% of your final grade. All exams consist of multiple-choice and short answer questions. All questions will be based on both lectures and readings, including cases, articles and group assignments. These questions will test your understanding of the basic concepts and your ability to apply them appropriately to marketing scenarios.
4. **Field Lab Group Project (30%)** - In this class, you, as part of a team of 4 to 5 students, are required to develop a marketing plan including a thorough market assessment (country level) for the purpose of exploring market opportunities in Brazil for a specific company/product of your choice. The project is comprised of four parts: Part I is a country analysis; Part II is a market analysis; and part III is a marketing plan introducing the product into that foreign market. You are required to incorporate in this project the information you learned in the Field Lab trip in Brazil. Here are some preliminary information about the project:
  - a. The instructor will form your group and select the country to be explored by your group based on the information provided by you on your ‘student information sheet’.
  - b. After you receive the information about your group, come together and introduce yourself to the other team members. Try to find a schedule suitable for all of you.
  - c. Further explanation about the project will be provided to your group as the course progresses.