

## SEMESTER AT SEA COURSE SYLLABUS

**Voyage: Fall 2013**

**Discipline: Commerce**

**SEMS 3500-504: International Marketing (Section 2)**

**Division: Upper**

**Faculty Name: Wakiuru Wamwara-Mbugua, Ph.D.**

**Pre-requisites:** Introduction to Marketing, Fourth-year Commerce Standing or instructor permission.

### COURSE DESCRIPTION

The *International Marketing* course will examine the concept of global marketing, the bases and promotion of international trade; the institutions, managerial processes, models, frameworks and theories related to marketing in the global arena. The impact of international economics, culture, nationalistic governmental policies, global and regional trade alliances, and other multilateral entities on trade patterns and marketing decision-making in global firms are considered.

### COURSE OBJECTIVES

The objectives of the course are for students to understand:

- 1) Why the U.S. and other nations must actively engage in international marketing.
- 2) The underlying theories of international trade.
- 3) The role cultural differences play in designing and marketing products and services.
- 4) How marketing practices – including product design, distribution, promotion, etc. – must be modified to succeed in different markets around the world
- 5) Undertake a research project focused on international marketing to include research, analysis and report preparation by comparing the marketing environment of different countries.

### REQUIRED TEXTBOOKS

AUTHOR: Philip R. Cateora and John L. Graham

TITLE: **International Marketing**

PUBLISHER: Irwin/McGraw-Hill

ISBN #: 978-0073529974

DATE/EDITION: 16<sup>th</sup> Edition

### SUGGESTED READINGS

Gary P. Ferraro and Elizabeth Briody, "Cultural Dimension of Global Business" Prentice Hall, 2012, ISBN #: 978-0205835591.

David A. Ricks, Blunders in International Business, 4<sup>th</sup> edition, Wiley-Blackwell Business, 2006.  
ISBN #: 978-1405134927.

T.R. Reid, The United States of Europe: The New Superpower and the End of American Supremacy, The Penguin Press, 2004, ISBN #: 978-0143036081

## **TOPICAL OUTLINE OF COURSE**

### **Day 1: August 26**

- Introduction to the course and course overview

### **Day 2-August 28**

- Chapter 1 The Scope and Challenge of International Marketing

August 29 -September 1: St. Petersburg

### **Day 3: September 3**

- Chapter 2 The Dynamic Environment of International Trade

September 5-8: Hamburg

### **Day 4: September 9**

- Chapter 3 History and Geography: The Foundations of Culture
- **Starbucks case Analysis due - Europe**

### **Day 5: September 11**

- Chapter 4 Cultural Dynamics in Assessing Global Markets

September 12-14: Antwerp  
September 15-16: Le Havre

### **Day 6: - September 18**

- Chapter 5 Culture, Management Style, and Business Systems

September 20-23: Dublin

### **Day 7: September 24**

- Chapter 6 The Political Environment: A Critical Concern

### **Day 8: September 26**

- Chapter 7 The International Legal Environment: Playing By The Rules  
**McDonalds case analysis due – UK and France**

September 27-28: Lisbon

September 29 - In transit  
September 30 - October 1: Cadiz  
October 2 - No class: Study Day/Conferences  
October 3 - 6: Casablanca

**Day 9: October 8**

- Chapter 8 Developing a Global Vision through Marketing Research

**Day 10: October 11**

- **Exam 1**

**Day 11: October 13**

- Chapter 10 Europe, Africa, and the Middle East

October 15-16: Takoradi

October 17-18: Tema

October 19: Study Day

**Day 12: October 20**

- Chapter 9 Economic Development and the Americas

**Day 13: October 22**

- Chapter 11 The Asia Pacific Region
- **Self-Reflection Journal Due**

**October 23<sup>rd</sup> Study Day**

**Day 14: October 25**

- Chapter 12 Global Marketing Management: Planning and Organization
- **Making Socially Responsible Case Due – Africa**

October 26-30: Cape Town

**October 31<sup>st</sup> Study Day**

**Day 15: November 2**

- Chapter 13 Products and Services for Consumers

**November 4<sup>th</sup> Study Day**

**Day 16: November 5**

- Chapter 14 Products and Services for Businesses

**Day 17: November 7**

- **Bill Board Advertising paper due**

## **November 8<sup>th</sup> Study Day**

### **Day 18: November 10**

- Chapter 15 International Marketing Channels

November 12-16: Buenos Aires

### **November 17 Study Day**

### **Day 19: November 18**

- Chapter 16 Integrated Marketing Communications and International Advertising  
**Aids and Carnival case due –Brazil**

November 20-22: Rio de Janeiro

### **November 20<sup>th</sup> : Field Lab Day**

November 23-24: In transit

November 25-27: Salvador

### **Day 20: November 28**

- Chapter 17 Personal Selling and Sales Management

### **Day 21: November 30**

- Chapter 18 Pricing for International Markets

## **December 2: Study Day**

### **Day 22: December 3**

- Chapter 19 Negotiating with International Customers, Partners, and Regulators
- **Group Project Papers and presentations Due**

### **Day 23: December 5**

- Revision and Prepare for Exam
- **Group Project Papers and presentations Due**

## **December 7<sup>th</sup> Study Day**

### **Day 24: December 8**

- **Exam 2**

December 9-11: Havana

### **December 12: Study Day**

**December 14: Re-entry commencement**

**December 15: Pack**

## December 16 Arrive in Fort Lauderdale

### FIELD WORK

**FIELD LAB: Attendance and participation in the Field Lab is MANDATORY.**

- Students will participate in a Field Lab in Rio de Janeiro. The field lab will enable students to understand the importance of petroleum energy to the Brazilian economy and other world economies. Additionally, with an opportunity to see how the marketing mix variables are adapted in different markets around the world.

### FIELD ASSIGNMENTS

- Each student will complete two field assignments
  1. We cannot understand other cultures without first understanding our own culture. Therefore, you will conduct an analysis of your own culture and how your cultural background influences your thinking patterns, consumer behavior. In order to do this, each student will keep a journal of their purchases.

**SELF REFLECTION JOURNAL:** Your assignment is to think about your own buying behavior and the marketing influences on this behavior. You are to **reflect** on your own shopping behavior starting with **August 29<sup>th</sup> 2013 until October 18<sup>th</sup> 2013**. Each self-reflection journal must be typed and should not exceed 5 double spaced pages. Your report should **discuss five** different purchase decisions that you have made **in five different** countries during this time period. All journal reports are due on **October 22<sup>nd</sup> 2013**. **No late assignments will be accepted**. Be sure to use a spellchecker and proper grammar. Points will be deducted for papers that have poor grammar and typographical errors.

To receive a passing grade for this assignment, you must include the following information for **each** of the five purchase decisions that you select. You need to write complete sentences to answer these questions.

- a) What did you buy – product/service? Any factors that influenced this?
- b) How much did you pay? Any factors that influenced this?
- c) Where did you buy? Any factors that influenced this?
- d) How did you learn about, the product, place, price etc. – i.e. promotional influences  
For whom did you buy? Discuss any factors that influenced this?
- e) Situational and any other relevant information.

Each student will pick one purchase decision that they will discuss in class on the day that the projects are due: **October 22<sup>nd</sup> 2013**.

2. Compare and contrast billboard advertising in different countries along the ports of call. Additionally students will be asked to identify novel ways of marketing as seen at the

various parts of call. You will need to take pictures of the advertising and discuss the differences between these advertisements. Additional details will be provided in class.

## **METHODS OF EVALUATION**

### **1. Exams (40%)**

There will be a total of two exams. Each exam will cover approximately one-half of the course material. Each exam will consist of multiple-choice types of questions and short essays. Exams will cover any material presented in class, including lectures, presentations, discussions and assignments.

### **2. Field Assignments (40%)**

Field assignments grades will be based upon the following:

- a) Individual Project: Billboard advertising paper will account for 10%
- b) Individual project: Self reflection journal will account for 10%
- c) Group project: Country and market analysis Power Point presentation will account for 20%.
  - a. The Power Point presentation will cover the following:
    - i. Summary of what students have learned from participating in the Field lab.
    - ii. Each student group will pick a company and a consumer product to market in Brazil. Students will examine the marketing mix and any modifications necessary in order to market this product in Brazil. Your presentation should not be a recitation of mind-numbing statistics but rather an interesting professional presentation of the country characteristics that would be of interest to most marketers. The details of the report format will be discussed during class. Please refer to pages 580-587 of your text for guidelines and format of the presentation. Group members will evaluate each other and these evaluations will then factor into each member's individual grade. **Late assignments** will **not** be accepted.

### **3. Individual Case Analysis: 10%**

Each student will complete **two** case analysis reports not exceeding 2 double spaced typewritten pages. This report will be used for in-class discussions. Your report should address the specific problems or dilemmas of the case in question. Particular attention should be directed towards applying international marketing concepts and tools covered in class, to develop alternative courses of action and strategies. The case analysis report will be due in class **before** the class discussion begins. Students will be randomly picked to lead in-class discussion of the cases, so be prepared. **Late assignments** will **not** be accepted. **Instructor will provide access to case materials.**

### **4. Attendance and Participation: (10%)**

Regular class attendance is necessary for the successful completion of this course. You

will be held responsible for material covered in class regardless of whether you were present or not. You will also be held responsible for any scheduling changes announced in class. Your participation in class is an absolute requirement. Specifically, you are expected to: (1) interact with the professor during lectures; (2) ask questions and provide suggestions to presenters, and (3) participate actively in class discussions.

## **RESERVE LIBRARY LIST**

Gary P. Ferraro and Elizabeth Briody, "Cultural Dimension of Global Business" Prentice Hall, 2012, ISBN3#: 978-0205835591,

David A. Ricks, Blunders in International Business, 4<sup>th</sup> edition, Wiley-Blackwell Business, 2006. ISBN #: 978-1405134927.

T.R. Reid, The United States of Europe: The New Superpower and the End of American Supremacy, The Penguin Press, 2004, ISBN #: 978-0143036081

## **HONOR CODE**

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."