

## SEMESTER AT SEA COURSE SYLLABUS

**Voyage: Spring 2014**

**Discipline: Commerce**

**SEMS 3500- 501 and 502: International Marketing (section 1 and section 2)**

**Division: Upper**

**Faculty Name: Dr. Sharon L. Segrest**

**Pre-requisites:** Introductory Marketing Course

**COURSE DESCRIPTION:** Over 2000 years ago the Chinese were the preeminent international traders. The “silk road” that developed led to a global trading system that included China, India, Persia, Arabia, and Europe. After decades of isolationism, China has reemerged within the last decade as a full player in the global market. In the next millennium, which markets will gain in importance in the global market? In the next two decades, more than 75% of the world trade growth will come from emerging markets. Increasing global interdependence and competition assures that the most successful companies will be able to adapt to constant change and challenges. Throughout this course, more emphasis through case work and examples will be given to regions and countries that we will visit on this voyage—including top global markets such as Japan, China, India, and South Africa, as well as the often-overlooked, emerging, bottom-of-the-pyramid markets in Africa and Asia such as Burma, Ghana, and Morocco.

In this course you will first learn about the scope and challenges of International Marketing in a dynamic, global market by first focusing on domestic market expansion, multi-domestic marketing, and global marketing. In the second part of the course, we will focus on understanding the cultural environment as a key to successfully competing in a global marketplace. In addition to culture, we will also examine other important components of the environment including business customs, the political and legal environment and look at assessing global market opportunities through global market research. In the final part of the course, we will cover developing global marketing strategies. Specifically, we will talk about planning and organization, products and services for consumers (B2C & C2C), international marketing channels, advertising, personal selling, pricing for international markets, and negotiating with international customers.

### **COURSE OBJECTIVES:**

- Explain how marketers are influenced by economic, cultural, political and legal environments in global markets
- Describe multiple approaches for entering foreign markets
- Understand some global marketing risks
- Observe the 4 P's for a given product or service in the markets we visit and how they differ from home
- Identify local products in the countries we visit that could be successfully marketed in the U.S. market.
- Identify American products that have the potential to succeed in the local markets we visit.
- Develop a preliminary international marketing plan.
- Consider buyers, competitors, and other local factors, along with global factors, when planning a marketing mix for a foreign market

## REQUIRED READING MATERIAL:

AUTHOR: Cateora, P. R, Gilly, M.C., & Graham, J.L.

TITLE: International Marketing

PUBLISHER: McGraw-Hill / Irwin

ISBN #: 978-0-07-352997-4

DATE/EDITION: 2013/ 16<sup>th</sup> Edition

AUTHOR: Morrison, T., & Conaway, W.A.

TITLE: Kiss, Bow, or Shake Hands: The Best Selling Guide to Doing Business in More than 60 Countries

PUBLISHER: Adams Media

ISBN #: ISBN-10: 1593373686 | ISBN-13: 978-1593373689

DATE/EDITION: 2006/ 2<sup>nd</sup> Edition

## GRADING

Quizzes	.20
Field Lab Reflection Paper	.20
Country Project/Presentations	.20
Final Exam	.20
Participation	.15
Field Observations	.05

A	92.5-100	C	72.5-76.4
A-	89.5-92.4	C-	69.5-72.4
B+	86.5-89.4	D+	66.5-69.4
B	82.5-86.4	D	62.5-66.4
B-	79.5-82.4	D-	59.5-62.4
C+	76.5-89.4	F	0-59.4

**Quizzes:** (20%) There will be announced reading quizzes throughout the semester. Questions will be based on the assigned reading for that day. The format of the quizzes will be multiple-choice questions. **Please remember the University's Honor Code (see below)! Cheating is not fair to other students and is not worth the consequences!**

**Field Lab Reflection Paper:** (20%) After completing the field experience as a class, you will turn in a reflection paper detailing what you learned and how it relates to the International Marketing topics we covered in class.

**Sections 1 & 2:** This field lab will take place on February 12th at Ocean Park Hong Kong (香港海洋公園).

Attendance is mandatory. The park hours are 10am-7pm. The purpose of this field lab will be to tour Ocean Park Hong Kong, the 12<sup>th</sup> most visited theme park in the world by annual attendance-6.95 million visitors in 2011. This Chinese amusement park opened in 1977 and includes rides, animal exhibits, observatories, laboratories, and an education department. This is the first institution to successfully perform artificial insemination on bottlenose dolphins, and their giant panda program is also well known. Starting in 2005, Ocean Park faced a serious new competitor when the Hong Kong Disneyland Resort opened. During this company visit, students will learn about Ocean Park's marketing strategies and how they differentiate themselves from the competition.

**Country Notebook/Presentation:** (20%) Students will form teams and choose one of the following 8 countries and conduct intensive research on the country: Japan, China, Vietnam, Burma, India, South Africa, Ghana or Morocco. The premise of the project is that each team will form a hypothetical company entering the country with a particular product (i.e. a health/beauty product or a clothing/sports product or food/beverage product). Guidelines for the Country Notebook are provided on pages 594-601 of your text. All deliverables should be printed in Time New Roman 12 pt. font with 1 inch margins and references should be included in the text and the complete source provided in a reference section at the end of each section. APA format should be used.

**PART 1- Cultural Analysis**-(pp. 594-596)-This part will be presented to the class on the day prior to docking in that port and a 1-page-double-sided executive summary will be provided to each student. Upon returning to the ship after the port, additional information will be added and presented based upon your observations and any deviations from your expectations.

**PART 2- Economic Analysis**-(pp. 596-598)- This section includes background information regarding the birthrates, distribution of population, infrastructure, working conditions, and economic statistics such as GNP, Income levels, and distribution of wealth. This section's purpose is to allow a better understanding of the general business investment climate and product market potential for each country. A 1-page executive summary will be provided for each student.

**PART 3-Market Audit & Preliminary Marketing Plan**- (pp. 598-601)- This section will be presented at the end of class and should answer the following questions: What foreign entry approach would you use to enter the market? Why? How would you adapt your marketing plans to compete effectively in this market? Why? Include a description of your target market, competition, recommended positioning, and guidelines for your marketing mix. Include recommendations for all the 4 Ps of marketing. This is a *preliminary* marketing plan. You are not expected to develop a detailed marketing plan; however, you are expected to identify important questions you need answered before you would finalize your plan. Your final presentation should last no more than 20 minutes. Visual aids such as PowerPoint are expected and creativity is valued. This is a great opportunity to practice and hone your presentation skills. Try to make it interesting! A 1-page executive summary will be provided for each student.

**Final Exam:** (20%) Questions will be based on material covered in any aspect of class (e. g. reading assignments, class lectures, exercises, cases, and videos). The format of the final exam will be multiple-choice questions. A detailed study guide will be provided. **Please remember the University's Honor Code (see below)! Cheating is not fair to other students and is not worth the consequences!**

**Participation:** (15%) In order to earn participation points, you must be present in class and get involved. Most days there will be some combination of in-class discussion, cases and/or exercises (often in small groups) related to the book material. Hopefully the cases will be interesting and fun and help you to better understand and apply the concepts from the book. Articulating your opinions and ideas and sharing relevant examples based on your experiences will enhance the learning experience for everyone and deepen your understanding of the material. Part of your participation grade will include peer-evaluations of your colleagues' presentations. Also, there may be some quizzes that count toward participation.

Professional behavior is expected at all times. Please be on time, try to maintain a positive attitude, and respect your professor and other students. In general, if you regularly come to class prepared to contribute, you will receive better participation scores and this can improve your overall class grade. You are expected to be in class. If you must miss class, it is your responsibility to make arrangements with another student to find out what material, schedule changes, etc. you missed. You are expected to spend the entire period in class in order to get the most of your learning experience and to avoid disruptions to your colleagues.

**Field Observations:** (.05%) These brief reports should be between 100-200 words each and include field observations of the local marketplace for five of the foreign ports on our itinerary. This may be accomplished by visiting retail establishments, paying close attention to local media and advertising, or watching consumption in public areas. Field observation reports should be turned in during the first class after leaving the port. The following information should be provided:

1. Observe the extent of international marketing activity in that market, how two or more of the 4 P's for a given product or service differ from home
2. Identify at least one local product that could be successfully marketed in the U.S. market.
3. Identify at least one American product that has the potential to succeed in the local market.

## **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]."

## COURSE OUTLINE

\*Outline and Itinerary are subject to change.

	<u>Topic</u>	<u>Reading Due</u>
A1- January 16:	Class Introduction	
A2- January 18:	The Scope & Challenge of International Marketing	Ch. 1, pp. 3-25 Case 1-1: Starbucks-Going Global Fast-Japan
<b>January 20-21:</b>	<b>Hilo, Hawaii</b>	
A3- January 22:	The Dynamic Environment of International Trade	Ch. 2, pp. 27-50 Case 2-5: Coping with Corruption Trading Vietnam
A4- January 24:	History & Geography: The Foundations of Culture	Ch. 3, pp. 53-81 Case 2-2: Cultural Norms, Fair & Lovely-India
A5- January 28:	Cultural Dynamics in Assessing Global Markets	Ch. 4, pp. 95-125 Case 2-1: The Not-So-Wonderful World EuroDisney
A6- January 30:	Culture, Management Style, & Business Systems	Ch. 5, pp. 127-160 Case 2-7: McDonald's & Obesity
<b>February 1-5:</b>	<b>Yokohama, Transit, Kobe, Japan</b>	
A7- February 6:	The Political Environment: A Critical Concern	Ch. 6, pp. 165-189 Case 2-6: When International Buyers & Sellers Disagree
<b>February 8-13:</b>	<b>Shanghai, Transit, Hong Kong, China</b>	
A8- February 14:	The International Legal Environment: Playing by the Rules	Ch. 7, pp. 193-223 Case 2-4: Ethics & Airbus (Syria, Kuwait)
A9- February 16:	Presentations-Economic Analysis	
<b>February 17-22:</b>	<b>Ho Chi Minh City, Vietnam</b>	
A10- February 24:	Developing a Global Vision through Marketing Research	Ch. 8, pp. 225-251 Case 3-1: International Marketing Research-Mayo(Middle East, Latin America)
<b>February 25-26:</b>	<b>Singapore, Singapore</b>	

A11- February 28:	Economic Development & the Americas (Emerging Markets)	Ch. 9, pp. 257-281 Case 3-3: Marketing to the Bottom of the Pyramid (Vietnam, China)
<b>March 2-6:</b>	<b>Rangoon, Burma (Myanmar)</b>	
A12- March 7:	Africa and the Middle East The Asia Pacific Region	Ch. 10, pp. 298-308 Ch. 11, pp. 311-337 Case 1-2- Nestle & the Infant Formula Controversy
A13- March 10:	Global Marketing Management: Planning & Organization	Ch. 12, pp. 339-365 Case 3-4: Continued Growth for Zara
<b>March 11-16:</b>	<b>Cochin, India</b>	
A14- March 18:	Products & Services for Consumers	Ch. 13, pp. 367-402 Case 4-8: Mary Kay in India
A15- March 21:	International Marketing Channels	Ch. 15, pp. 431-462 Case 4-5: AIDS, Condoms, & Carnival Brazil & India
<b>March 23:</b>	<b>Port Louis, Mauritius</b>	
A16- March 24:	Integrated Marketing Communications & International Advertising	Ch. 16, pp. 465-505 Case 4-1: Tambrands: Overcoming Cultural Resistance (South Africa, China)
A17- March 27:	Personal Selling & Sales Management	Ch. 17, pp. 507-533 Case 4-4: Motivating Japanese Salespeople
A18- March 29:	Pricing for International Markets	Ch. 18, pp. 535-562 Case 1-3: Coke & Pepsi Learn to Compete in India
<b>March 30-April 4:</b>	<b>Cape Town, South Africa</b>	
A19- April 6:	Inventive Negotiations with International Customers, Partners, & Regulators	Ch. 19, pp. 565-591 Case 4-7: Selling Tobacco to Third World Countries(Africa, China, India)
A20- April 9:	Presentations	

**April 11-15:** Tema (Accra), Ghana

A21- April 16: Presentations

A22- April 19: Presentations

A23- April 22: Final Exam

**April 23-26:** Casablanca, Morocco

**April 30:** Arrive in Barcelona, Spain