

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Fall 2014

Discipline: Commerce

SEMS 3500-501 and 3500-502: International Marketing

Division: Upper

Faculty Name: Sandra Loeb

Credit Hours: 3; Contact Hours: 38

Pre-requisites: Introduction to Marketing

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, 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/regions.

REQUIRED TEXTBOOKS

AUTHOR: Philip Cateora, Mary Gilly, and John Graham

TITLE: International Marketing

PUBLISHER: McGraw/Hill-Irwin

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

DATE/EDITION: 16th Edition, 2013

Cases: We will deal with cases, as appropriate, from the text book.

TOPICAL OUTLINE OF THE COURSE

Depart Southampton- August 23:

A1. Introduction to Course and Course Overview; Chapter 1

A2: Chapter 2: The Scope and Challenge of International Marketing

St. Petersburg: August 29-September 2

A3: Chapter 3: History and Geography: The Foundations of Culture

Gdansk: September 5-7

Rostock: September 8-9

A4: Chapter 4: Cultural Dynamics in Assessing Global Markets

A5: Chapter 5: Culture, Management Style, and Business Systems

Antwerp: September 14-16

Le Havre: September 17-19

A6: Chapter 10: Europe, African and Middle East

A7: Cases

Dublin: September 24-27

A8: Chapter 6: The Political Environment: A Critical Concern

A9: Chapter 7: The International Legal Environment: Playing by the Rules

Lisbon: October 1-2

Cadiz: October 4-5

A10: Chapter 11: The Asia Pacific Region

Casablanca: October 8-11

A11: Cases

A12: Examination

Dakar: October 16-19

A13: Examination

A14: Marketing at the bottom of the pyramid and marketing and microfinancing

Takoradi: October 25-26

Tema: October 27-28

A15: Chapter 9: Economic Development and the Americas

A16: Chapter 12: Global Marketing Management: Planning and Organization

Study Day: November 2

A17: Chapter 13: Products and Services for Consumers

A18: Chapter 15: International Marketing Channels

Rio de Janeiro: November 7-9

Salvador: November 12-14

A19: Chapter 16: Integrated Marketing Communications and International Advertising; Presentations begin

A20: Chapter 18: Pricing for International Markets; presentations

Study Day- November 19

A21: Chapter 19: Negotiating; presentations

Barbados: November 22-24

Study Day- November 28

A22: Project Presentations

A23: Project Presentations

FIELD WORK

Attendance and participation in the Field Lab is Mandatory.

TBD

FIELD ASSIGNMENT

In two separate teams you will develop a country analysis and then a comparative product analysis. The results of the comparative product analysis will be presented to the class towards the end of the semester.

Country Analysis

The country analyses will facilitate the comparative product analysis. This portion must be completed prior to arrival in the country and will follow the format provided for the Cultural Analysis and the Economic Analysis at the end of the text (Parts I and II in the Country Notebook). This will be written up and will be approximately 15-20 pages.

I will assign groups for this portion. Each group will be assigned a country in which we will dock. The write up will be due 24 hours prior to docking, therefore, each team will have a unique due date.

Comparative Product Analysis

For this portion each team will select a consumer product and product category (for example Secret Deodorant and the category is deodorants) which must be approved by me. For this product you will compare the manner in which it is marketed in 4 countries on 3 continents (in other words, a European, African and South American/Caribbean country, plus one). This portion of the project will follow the format of section III. Market Audit and Competitive Analysis in the Country Notebook section of the text.

The write-up for this will be about 3 pages for each country. The results of this part of the project will be presented to the class.

METHODS OF EVALUATION / GRADING RUBRIC

1. Exams (40%)

There will be a total of two exams: mid-term and final. Each exam will cover the material taught to date and will consist of three parts: short definition, essay, and a brief case analysis. Exams will be based on lectures, presentations, discussion and video clips.

2. Written summary of field lab (5%)

Each of you will provide a one page summary of take away points from our field lab.

3. Field Assignment (35%)

Note the section above relative to the Field Assignment. 10% points will be for the country analysis, 25% points will be for the comparative product analysis.

4. Case Analysis (10%)

Groups will coordinate discussions of cases as we go through the text. Prior to class in writing, you will summarize the facts of the case; identify problem areas and interested parties; and then answer any questions relevant to the case. In class, you will be responsible for guiding discussions regarding the case. The format of these discussions will be discussed later.

5. Attendance and Participation (10%). Please talk to me in class (out of class, as well).

Regular class attendance is necessary for the successful completion of this course. 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 Dimensions of Global Business," Prentice Hall, 2012, ISBN3#:

978-0205835591.

David A. Ricks, Blunders in International Business, 4th 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]."

This syllabus is subject to change as a result of unforeseen events.