

SEMESTER AT SEA COURSE SYLLABUS

University of Virginia, Academic Sponsor

Voyage:	Spring 2015
Discipline:	Commerce
Course Title:	SEMS 3500-501, 502, & 503: International Marketing (Sections 1, 2, and 3)
Division:	Upper
Faculty:	June Cotte
Credit Hours:	3
Contact Hours:	38

Pre-requisites:

Students should have already taken an Introductory Marketing course.

COURSE DESCRIPTION

This course provides an introduction to international marketing. We will examine how firms create strategies to succeed in diverse economic, cultural, legal and political environments. We will begin to understand the environmental factors affecting international marketing and its similarities and differences versus domestic marketing. Concepts covered include integrated marketing communications, pricing, distribution management, and product and service strategy. We will examine how successful companies adapt to diversity, change, and challenge, as they compete in a more global market. Ethical dilemmas that are unique to international marketing will be discussed. Throughout the course, you will evaluate and ground international marketing theory in light of your own experience. In addition, global marketing issues of topical interest and related to the voyage ports-of-call will be addressed. In particular, we will take advantage of the fact that we will be exploring both very well developed markets, such as Japan, and emerging markets such as Ghana, in our analysis and studies.

COURSE OBJECTIVES

- Investigate how marketing strategy are influenced by economic, cultural, political and legal environments in global markets
- Understand different market entry approaches
- Investigate the “three Cs” and “4 Ps” of marketing in the markets we visit and compare and contrast them to the U.S. market
- Understand how to identify important local and global factors, and incorporate them into a marketing strategy

REQUIRED TEXTBOOKS

AUTHOR: Philip R. Cateora, Mary c. Gilly, and John L. Graham
TITLE: International Marketing
PUBLISHER: McGraw Hill Irwin
ISBN #: 978-0-07-352997-4
DATE/EDITION: 16th Edition, 2013

REQUIRED CASES

Cases will also be part of our in-class learning. These materials can be purchased online. You will have to create a login at the Harvard Business School site, and then you can purchase and download the cases.

FIELD WORK

Field lab attendance is mandatory for all students enrolled in this course. Please do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

FIELD LABS – You will participate in one of the following field labs:

Hong Kong Convention Centre and the Global Trade Show

Country: Hong Kong

Idea: Immerse the students into an open-to-the public trade show at the HK Convention Centre. Ideas about related assignments would be tracing the trade routes and global trade pattern reflected into the “world” coming to Hong Kong to share information and sales opportunities. Ivey Business School campus (my home school) is also located in the Convention Centre and we could work in guest speakers (executives) in the classrooms there.

Objectives: Understanding the complexity of arranging global trade, making connections across borders, and the role of global trade shows in the marketing strategy of a firm.

OR

The Global Marketing of Pepper

Country: Cochin, India

Idea: Visit the International Pepper Exchange. Ideas about related assignments would be tracing the trade routes and global trade pattern reflected in the trading there, and in-depth investigation of the role of local exchanges in global marketing strategy.

Objectives: Understanding the complexity of arranging global trade, how exchanges and other intermediaries must be factored into marketing plans, and in the marketing strategy of a firm.

OR

Global Marketing and Fair Trade Products

Country: Cochin, India

Idea: Visit Global Mamas, a non-profit, fair trade organization in Ghana. Global Mamas assists women in Africa to become economically independent through the production and distribution of their handcrafted products. Global Mamas create over 180 products which are exported to North America, Europe, Asia and Australia. The field lab will visit a production site, visit with the Mamas, discuss the process of starting and running an NGO with the founder and Executive Director, participate in a roundtable on Fair Trade and International Marketing, and visit the Accra retail outlet.

Objectives: Understanding the role of fair trade initiatives in international marketing, the role of Ghana, and Africa more broadly, in international marketing strategy, and consideration of fair trade as a marketing tactic and strategic choice.

FIELD ASSIGNMENTS

- **Field Lab Reflection Paper** – this assignment is connected to the field lab in Hong Kong. After completing the 8 hour field lab experience as a class, you will turn in a reflection paper on what you learned and how it relates to the International Marketing topics we cover in class. Additional instructions will be given in class before the Field Lab. The reflection paper should be approximately 4-6 pages, single-spaced, or about 3200-4800 words (10-12 point font, one inch margins).
- **Field Observations** –These brief reports (100-200 words) should be completed for five of the foreign ports on our voyage. They include field observations of the local marketplace. This can be accomplished by visiting retail establishments, paying close attention to local media and advertising, and/or watching consumption in public areas. Field observation reports should be turned in during the first class after leaving the port. You should include:
 - The extent of international marketing activity in that market, and how two or more of the 4 Ps of marketing for a given product or service differ from home
 - Identify at least one local product that could be successfully marketed in the U.S. market
 - Identify at least one American product that has the potential to succeed in the local market.

- **Group Project – Country Notebook** – Students will form teams of 3-4 students and choose one of the following 8 countries and conduct intensive research on that country; Japan, China, Vietnam, Burma, India, South Africa, Ghana or Senegal (ideally one group per country). In the project each team will form a hypothetical company entering the country with a particular product (you create a fictional product, such as a new face cream, or a new running shoe, etc.) Guidelines for the Country Notebook are provided on pages 594-601 of your textbook. Before the presentation date outlined in point 3 below, you will hand in the final Executive Summaries (3) and your powerpoint file to me. Your team grade will be assessed based on the summaries and your presentation.
 - **Part 1 – Cultural Analysis** (pages 594-596) – This section will be presented to the class on the day prior to docking in that port and you will provide a 1-2 page executive summary to each student in the class. Upon returning to the ship after port, I would expect you to add additional information to your report based on observations, and deviations from your expectations.
 - **Part 2 - Economic Analysis** (pages 596-598) – This section includes background information regarding the general business investment climate and product market potential of the country. You will provide a 1 page executive summary will be provided to each student in the class.
 - **Part 3 – Marketing Audit and Preliminary Marketing Plan** (pages 598-601) – This section will be handed in and presented at the end of the course and should answer the following questions: What foreign entry approach would you use? Why? Explain your choice of target market and positioning, and preliminary recommendations for the 4 Ps of marketing. Your final presentation will last no more than 20 minutes, and visual aids such as Powerpoint are encouraged. You will also provide each student in the class a 1 page executive summary of the marketing plan.

GRADING AND EVALUATION

In Class Participation	10%
Field Lab Reflection Paper	20%
Field Observations	10%
Group Project – Country Notebook	25%
Quizzes (2 at 10%)	20%
Final Exam	15%

ELECTRONIC COURSE MATERIALS

Supplementary lecture notes and additional readings will be made available to students online.

PARTICIPATION

Evaluation of participation will be graded on participating in in-class discussions of the textbook and case material, and asking/answering questions during class.

ELECTRONIC COURSE MATERIALS

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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]."

TOPICAL OUTLINE OF COURSE (Outline and itinerary subject to change)

<u>DATE</u>	<u>TOPIC</u>	<u>READING DUE</u>
Depart Ensenada- January 7:		
A1- January 9:	Class Introduction	
A2-January 11:	The Scope and Challenge of International Marketing	Ch. 1 and Case 1-1: Starbucks-Going Global Fast: Japan
A3- January 13:	The Dynamic Environment of International Trade	Ch. 2
Hilo: January 14		
A4-January 16:	History and Geography: The Foundations of Culture	Ch. 3
A5-January 19:	Cultural Dynamics in Assessing Global Markets and Culture and Management Style	Ch. 4 and Ch. 5
Study Day: January 21		
A6- January 22:	The Political Environment: A Critical Concern	Ch. 6
A7-January 24:	CASE DISCUSSION	Case: Mauboussin Japan: A French Gem in Asia
Yokohama: January 26-27		
In-Transit: January 28		
Kobe: January 29-31		
A8- February 1:	The International Legal Environment: Playing by the Rules	Ch. 7
Shanghai: February 3-4		
In-Transit: February 5-6		

Hong Kong: February 7-8

A9- February 9: CASE DISCUSSION Case: Trip Advisor

Ho Chi Minh: February 11-16

A10- February 17: Developing a Global Vision through Marketing Research Ch. 8

Singapore: February 19-20

Study Day: February 21

A11-February 22: Economic Development and the Americas (Emerging Markets) Ch. 9

Rangoon: February 24-March 1

A12-March 2: Africa, the Middle East, Asia-Pacific Ch. 10 and Ch. 11

A13- March 4: Global Marketing Management: Planning and Organization Ch. 12

Cochin: March 6-11

Study Day: March 12

A14-March 13: Products and Services for Consumers Ch. 13

A15-March 15: CASE DISCUSSION Case: Harley Davidson India

Study Day: March 17

Port Louis: March 18

A16- March 19: International Marketing Channels Ch. 15

A17-March 21:	Integrated Marketing Communications and Advertising	Ch. 16 Case: 4-1: Tambrands: Overcoming Cultural Resistance (Africa, China)
A18- March 23:	Personal Selling and Sales Management	Ch. 17
Cape Town: March 25-30		
Study Day: March 31		
A19-April 1:	Pricing for International Markets	Ch. 18
A20-April 3:	Inventive Negotiations with International Customers, Partners, and Regulators	Ch. 19
A21- April 5:	CASE DISCUSSION	Case: Yum! Brands (Africa)
Tema (Accra): April 7-9		
Takoradi: April 10-11		
A22-April 12:	Presentations	<i>All 3 Executive Summaries and powerpoint presentations for Country Notebook due to me in class today – all groups.</i>
Study Day: April 14		
A23: April 15:	Presentations	
Dakar: April 17-21		
A24: April 22	Presentations	
April 24:	Global Lens Exams and Study Day	
April 29: Arrive in Southampton		