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**SEMESTER AT SEA COURSE SYLLABUS**  
**SEMS 3500-502 (3.0 CH)**  
**INTERNATIONAL MARKETING (SECTION 2)**  
**Summer 2014 Voyage**  
**University of Virginia, Academic Sponsor**

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**COURSE AND INSTRUCTOR**

Discipline: Commerce  
SEMS 3500-502: International Marketing (Section 2)  
Upper Division  
Pre-requisites: Introduction to Marketing  
Faculty Name: Sergio Carvalho, Ph.D.  
Credit Hours: 3; Contact Hours: 38

**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. It is designed to be a comprehensive course embodying lectures, class discussion, field assignments in Finland, and case studies from Portugal, Spain, and Russia.

**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 several of the countries been visited in this voyage (i.e., Portugal, Spain, Russia, Finland, and Poland).

**REQUIRED TEXTBOOK**

AUTHOR: Warren J. Keegan & Mark Green  
TITLE: Global Marketing  
PUBLISHER: Prentice Hall  
ISBN #: 9780132719155

DATE/EDITION: 2012/7th Edition

## TOPICAL OUTLINE OF COURSE

| <b>CLASS</b> | <b>TOPIC</b>  | <b>READINGS/ ASSIGNMENTS</b>                      |
|--------------|---|---|
| June 16      | <ul style="list-style-type: none"><li>• Depart Southampton</li></ul>  |   |
| June 17      | <ul style="list-style-type: none"><li>• Orientation</li></ul>   |   |
| C1-June 18   | <ul style="list-style-type: none"><li>• General Introduction</li><li>• The Importance and Scope of IM</li></ul>               | Course Outline will be handed out.                |
| C2-June 19   | <ul style="list-style-type: none"><li>• The Importance and Scope of IM</li></ul>  | Ch. 1   |
| C3-June 20   | <ul style="list-style-type: none"><li>• Assessing Global Markets: Economic Environment</li></ul>                              | Ch. 2; Group Formation                            |
| June 21-24   | <ul style="list-style-type: none"><li>• Lisbon, Portugal</li></ul>  |   |
| C4-June 25   | <ul style="list-style-type: none"><li>• Case Discussion</li></ul>   | Case Study: Logoplaste: Global Growing Challenges |
| C5-June 26   | <ul style="list-style-type: none"><li>• Assessing Global Markets: Trade Environment</li></ul>                                 | Ch. 3   |
| June 27-30   | <ul style="list-style-type: none"><li>• Bilbao, Spain</li></ul>   |   |
| C6-July 1    | <ul style="list-style-type: none"><li>• Assessing Global Markets: Social and Cultural Environments</li></ul>                  | Ch. 4   |
| C7-July 2    | <ul style="list-style-type: none"><li>• Assessing Global Markets: The Political, Legal, and Regulatory Environments</li></ul> | Ch. 5   |
| C8-July 3    | <ul style="list-style-type: none"><li>• 1<sup>st</sup> Term Exam</li></ul>  | Chs. 1-5  |
| July 4-7     | <ul style="list-style-type: none"><li>• Glasgow, Scotland</li></ul>   |   |
| C9-July 8    | <ul style="list-style-type: none"><li>• The Importance of Multinational Market Regions and Market Groups</li></ul>            |   |

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|--------------------|---|--|
| C10-July 9.        | <ul style="list-style-type: none"> <li>• Global Information Systems and Market Research</li> <li>• Global Segmentation, Targeting, and Positioning</li> </ul>       | Part I: Cultural Analysis is due<br>Chs. 6 & 7 |
| July 10-13         | <ul style="list-style-type: none"> <li>• Dublin, Ireland</li> </ul>   |  |
| C11-July 14        | <ul style="list-style-type: none"> <li>• Importing, Exporting, and Global Sourcing</li> </ul>   | Ch. 8  |
| C12-July 15        | <ul style="list-style-type: none"> <li>• Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances</li> </ul>                                  | Ch. 9  |
| C13-July 16        | <ul style="list-style-type: none"> <li>• Brand and Product Decisions in Global Marketing</li> </ul>   | Ch. 10   |
| July 17-20         | <ul style="list-style-type: none"> <li>• Bergen and Oslo, Norway</li> </ul>   |  |
| C14-July 21        | <ul style="list-style-type: none"> <li>• Case Discussion</li> </ul>   | ZARA   |
| C15-July 23        | <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Term Exam</li> </ul>  | Chs. 6-10 plus topic #9                        |
| July 24-28         | <ul style="list-style-type: none"> <li>• St. Petersburg, Russia</li> </ul>  |  |
| C16-July 29        | <ul style="list-style-type: none"> <li>• Pricing Decisions in Global Marketing</li> </ul>   | Ch. 11   |
| C17-July 30        | <ul style="list-style-type: none"> <li>• Global Marketing Channels and Physical Distribution</li> </ul>   | Ch. 12   |
| July 31 – August 3 | <ul style="list-style-type: none"> <li>• Stockholm, Sweden</li> </ul>   |  |
| C18-August 4       | <ul style="list-style-type: none"> <li>• Global Marketing Communications Decisions I: Advertising and Public Relations</li> </ul>                                   | Part II: Economic Analysis is due<br>Ch. 13    |
| C19-August 5       | <ul style="list-style-type: none"> <li>• Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing</li> </ul> | Ch. 14   |
| August 6-9         | <ul style="list-style-type: none"> <li>• Finland</li> </ul>   | FIELD LAB IN HELSINKI ON<br>AUGUST 6           |

|                |   |   |
|----------------|---|---|
| C20-August 10  | • Field Lab Debriefing and Case Discussion              | Vertu: Nokia's Luxury Mobile Phone for the Urban Rich |
| C21-August 11  | • Global Marketing and the Digital Revolution<br>Ch. 15 | Ch. 15  |
| August 12-15   | • Gdansk, Poland  |   |
| C22-August 16  | • Case Discussion                                       | Case Study: Procter & Gamble: Always Russia           |
| C23-August 17. | • Review Day  | Part III: Market Analysis is due                      |
| C24-August 19  | • 3 <sup>rd</sup> Term Exam                             | Chs. 11-15  |

## 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 our field lab.

**Field Lab** - The field portion of the course will focus on ‘Growth Strategies in the Global Marketplace.’ In Helsinki, Finland, students will have the opportunity to visit Finnish companies (e.g., Nokia, <http://www.nokia.com>) with operations in foreign markets and meet with Foreign Trade Commissioners operating in Portugal.

**Field Lab Group Project** - 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 Finland for a specific company/product of your choice. The project is comprised of three parts: Part I is a cultural analysis; Part II is an economic analysis; and Part III is a market analysis. You are required to incorporate in this project the information you learned in the Field Lab trip in Finland. Here is some preliminary information about the project:

1. The instructor will form your group based on the information provided by you on your ‘student information sheet’.
2. Further explanation about the project will be provided to your group as the course progresses.

## 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%)** – See details in the Field Work section above.

## ADDITIONAL RESOURCES

Harvard Cases:

1. Logoplaste: Global Growing Challenges
2. Zara
3. Vertu: Nokia's Luxury Mobile Phone for the Urban Rich
4. Procter & Gamble: Always Russia

## 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]."