

Semester at Sea, Course Syllabus
Colorado State University, Academic Partner

Voyage: Spring 2017
Discipline: Marketing
Course Number and Title: MKT 365 International Marketing
Division: Upper
Faculty Name: Deirdre Bird
Semester Credit Hours: 3

Pre-requisites: One upper division marketing course (MKT 300 or MKT 305)

COURSE DESCRIPTION

This course explores the strategic implications of marketing in different contexts around the world. Understanding fundamental differences and similarities across consumers and markets sets the stage for successful adaptation or standardization of marketing strategy. Topics include: situation analysis of environmental forces across markets, cross-cultural understanding of consumption, international research and segmentation, global marketing strategy, and insights into subsistence marketplaces. Given the varied nature of the countries visited during the voyage, students will have opportunities to review and test their assumptions about how – or whether – marketing strategies, as encountered in the domestic (US) market need to be adapted for the global market place.

LEARNING OBJECTIVES

- Identify the environments that shape the risks and opportunities arising from economic, cultural, political, geographical, legal and regulatory, technological, ethical, financial, and competitive forces that affect international marketing activity.
- Understand how consumers think, feel, and act in different and similar ways around the world.
- Recognize the role and complexity of global research for understanding and segmenting markets.
- Analyze how aspects of marketing such as advertising, promotion, sales, distribution, product development, branding, and pricing can be effectively standardized or adapted for various market segments to create value for customers and organizations.
- Assess market potential and understand methods of market entry for a given offering in an international market.
- Gain a deeper appreciation of global geography and diverse cultures in the world, and use cultural frameworks and theories to investigate markets through an unbiased socio-cultural lens.
- Understand the nature of consumption and marketing within developing and subsistence marketplaces as well as the role of social and sustainable enterprise.

REQUIRED TEXTBOOKS

AUTHOR: Cateora, Philip R., John L. Graham and Mary Gilly
TITLE: International Marketing
PUBLISHER: McGraw-Hill
ISBN #: 10: 1259305708
13: 9781259305702
DATE/EDITION: 17th edition, 2016

TOPICAL OUTLINE OF COURSE

(Course outline is subject to change)

Date/Session Topic	Readings
Depart Ensenada—January 5	
B1—January 8: Scope and Challenge of Global Marketing	Chap 1
B2—January 10: The Dynamic Environment Preparation for Hawaii	Chap 2
Honolulu—January 12	
B3—January 13: History and Geography Review of Hawaii journals	Chap 3
B4—January 15: History and Geography (continued)	Chap 3
B5—January 18: Cultural Dynamics	Chap 4
No class January 19	
B6—January 21: Culture and Management Style	Chap 5
B7—January 23: Political Environment Prep for Japan	Chap 6
Kobe—January 24-28	
B8—January 30: Review of Japan journals Preparation for China	
Shanghai—January 31–February 5	
B9—February 7: Legal Environment	Chap 7

B10–February 9:	Economic Development Prep for Vietnam	Chap 9
Ho Chi Minh City–February 10-14		
B11–February 16:	Economic Development (continued)	Chap 9
No Class February 17		
B12–February 19:	First test Prep for Burma	
Rangoon–February 20-24		
B13–February 26:	Review of Burma Free Trade Agreements	
B14–February 28:	Preparation for India Field Class	
Kochi–March 1–6		
B15–March 8:	Presentation of Group projects from Kochi	
No Class March 9		
B16–March 11:	Multinational Market Regions Prep for Mauritius	Chap 10
Port Louis–March 12		
B17–March 14:	Multinational Market Regions	Chap 11
No Class March 15		
B18–March 17:	Products for Consumers Prep for South Africa	Chap 13
Cape Town–March 19-24		
B19–March 25:	South Africa review Marketing Channels	Chap 15
B20–March 27:	Marketing Channels (continued)	
No Class March 29		

B21–March 30: Integrated Marketing Communications
Prep for Ghana Chap 16

Tema–March 31- April 3

B22–April 5: Review of Ghana
Integrated Marketing Communications Chap 17

B23–April 7: Pricing for International Markets Chap 18

A24–April 9: Global Marketing Management Chap 12
Course review
Final paper due

Study Day April 10

Casablanca–April 11-14

B25 April 16: Final exam

Arrive Hamburg–April 19

FIELD WORK

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course.

The Field Class for this course will take place on Wednesday, 1 March in Kochi, India.

Field Class and Assignment

Field Class: East Meets West – The Yoga Boom
Country: Kochi, India

The demand for yoga as an exercise and a philosophy has burgeoned in the west. Yoga studios of various sorts are opening rapidly across the United States. Some are faddish, some are traditional – neither style determines success or failure. Students will be briefed on board by a yogi who will do a yoga demonstration and lead a class, and explain the philosophy of traditional yoga. Students will visit a temple to experience the spiritual nature of Hinduism in order to better understand the ancient origins of yoga. They will visit a yoga center/ashram. They will visit the largest shopping mall in India (LuLu International Shopping Mall) to investigate sports wear. Students will take note of the depth of philosophy versus exercise that they encounter, as well as the accoutrements such as yoga mats and other props and clothing that is worn, since these elements are significant in the western adoption of yoga. A debrief will ensue on board.

Objectives: By exploring the cultural underpinnings of traditional yoga, students will learn how these elements influence western marketing of the yoga industry. Students will have opportunities during the voyage to use this industry as a model of other cultural exchanges that influence product and service marketing and consumption around the world.

As a final summation of this material, students will write a paper (approximately 5 pages) on the theme of exploitation of culture. Based on their observations in a minimum of four ports, they will compare and contrast the various ways in which western marketers may be appropriating other nations' cultures. This in-depth look at the way in which yoga has burgeoned into an international phenomenon will inform students' understanding of global marketing management, allowing for consideration of whether strategies generally can be standardized or whether some adaptation may be necessary.

Evaluation: After leaving Kochi, teams of four or five students will prepare a PowerPoint presentation based on the notes and photographs that they gathered during this field class. Field assignments in other ports will be used to inform the summation paper described above, which is due on the last day of class.

Independent Field Assignments

- Two photo journals will be prepared in which students review consumer markets in any two countries of their choosing. They will capture images of markets at all levels (from subsistence to luxury). This work will inform their comparative journal in which a product or service is looked at in depth.
- A comparative journal will be required. This multi-media journal will contain both a photographic component and an analytical paper. Working in teams of two or three, students will pick a particular product or service (decided upon prior to arrival at the first port) and will compare marketing strategies in four different countries. Students will look at environmental aspects of global marketing and try, wherever possible, to incorporate these elements into their journals. They will pay attention to the style of the product or service they are comparing, how it is distributed, priced and promoted. Ultimately, they will analyze why differences exist (or why they do not) in the marketing of their chosen product or service.

METHODS OF EVALUATION / GRADING SCALE

Field assignments:	Photo journals (two, 10% each)	20%
Field trip:	Presentation (group grade)	20%
Comparative journal:	In-depth paper and photo journal	20%
First test:	A1 through A11	20%
Final test:	A13 through A24	20%

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on

Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
94-96%: A	84-86%: B	70-76%: C	
90-93%: A-	80-83%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes is mandatory, but it is at the instructor's discretion to assign a grade to the participation and attendance requirement. Remember to include information concerning the evaluation of Field Assignments and the Field Classes, which must constitute at least 20% of the total grade in a course.

Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation. A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations pre-voyage as soon as possible, but no later than December 15, 2016 to academic@isevoyages.org.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: Cateora, Philip R., John L. Graham and Mary Gilly
TITLE: International Marketing
PUBLISHER: McGraw-Hill
ISBN #: 10: 1259305708
13: 9781259305702
DATE/EDITION: 17th edition, 2016

AUTHOR: Temporal, Paul
TITLE: Islamic Branding and Marketing: Creating a Global Islamic Business
PUBLISHER: John Wiley & Sons
ISBN #: 9780470825396
DATE/EDITION: 2011

AUTHOR: Usunier, Jean-Claude
TITLE: Marketing Across Cultures
PUBLISHER: Pearson
ISBN #: 9780273757733
DATE/EDITION: 2013

Films:

Cola Wars: Message in a Bottle (2004)
Fake Business: Name Brand Counterfeiting (2004)
Sports Shoe Wars: Battle of the Giants in China (2007)
China's Convenience Store War (2006)

ELECTRONIC COURSE MATERIALS

The Economist: World in 2017
Smartbook Cases from McGraw-Hill, International Marketing text

ADDITIONAL RESOURCES

Central Intelligence Agency: The World Factbook
<https://www.cia.gov/library/publications/the-world-factbook/geos/us.html>

McKinsey & Company: Global Insights
<http://www.mckinsey.com>