

## SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

**Voyage:** Spring 2019  
**Discipline:** Marketing  
**Course Number and Title:** MKT 365 International Marketing (Section 2)  
**Division:** Upper  
**Faculty Name:** Sergio Carvalho, Ph.D.  
**Semester Credit Hours:** 3

**Prerequisites:** One (1) upper division introductory marketing course

### 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/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. It is designed to be a comprehensive course embodying lectures, class discussion, field assignments, and case studies.

### LEARNING OBJECTIVES

1. 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.
2. Understand how consumers think, feel, and act in different and similar ways around the world.
3. Recognize the role and complexities of global research for understanding and segmenting markets.
4. 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.
5. Assess market potential and understand methods of market entry for a given offering in an international market.
6. Gain a deeper appreciation of global geography and diverse cultures in the world, and use cultural frameworks and theories to investigate a particular socio-cultural context.
7. Understand the nature of consumption and marketing within developing and subsistence marketplaces as well as the role of social and sustainable enterprise.
8. All of the above objectives will be accomplished by comparing the marketing environment of several of the countries been visited in this voyage.

## **REQUIRED TEXTBOOKS**

**AUTHOR:** Warren J. Keegan & Mark Green  
**TITLE:** Global Marketing  
**PUBLISHER:** Prentice Hall  
**ISBN #:** 978-0134129945  
**DATE/EDITION:** 2017/9<sup>th</sup> Edition

## **TOPICAL OUTLINE OF COURSE**

**Depart Ensenada, Mexico—January 5**

**A1—January 7: General Introduction; Course Outline will be handed out.**

**A2—January 9: The Importance and Scope of IM; Ch. 1**

**A3—January 11: The Importance and Scope of IM; Ch. 1.**

**Honolulu, Hawaii—January 12**

**A4—January 14: Case discussion: McDonald’s Expands Globally While Adjusting Its Local Recipe (case 1-2; pp. 33-35 in textbook)**

**January 16—International Date Line crossing (Lost Day)**

**A5—January 17: Assessing Global Markets: Economic Environment; Ch.2; Group Formation.**

**Study Day, No Classes—January 19**

**A6—January 20: Assessing Global Markets: Trade Environment; Ch. 3**

**A7—January 22: Case discussion: Will New Trade Partnerships Fuel East-West Growth? (case 3-1; pp. 72 and 101-102 in textbook). Getting to know Japan.**

**Kobe, Japan—January 24-28**

**A8—January 29: Assessing Global Markets: Social and Cultural Environments. Getting to know China; Field Lab Debriefing (for Section 1 students);**

**Shanghai, China — January 31 - February 1**

**In-Transit — February 2-3**

**Hong Kong, SAR — February 4-5**

**A9—February 6: Assessing Global Markets: Social and Cultural Environments. Comparing your experiences in Hawaii, Japan, and China; Getting to know Vietnam; Field Lab Debriefing (for Section 2 students).**

**Ho Chi Minh City, Vietnam—February 8-13**

**A10—February 15: Assessing Global Markets: The Political, Legal, and Regulatory Environments; Ch. 5**

**Community Programming (No Class) — February 16**

**A11—February 17: 1<sup>st</sup> Term Exam; Chs. 1-5; Getting to know Myanmar.**

**Yangon, Myanmar—February 19-23**

**A12—February 24: Case discussion: The Female Health Company (FHC) (to be provided by instructor)**

**A13—February 26: Approaching Global Markets: Global Information Systems and Market Research; Ch.6; Getting to know India.**

**Cochin, India—February 28 - March 5**

**A14—March 6: Approaching Global Markets: Global Segmentation, Targeting, and Positioning; Ch. 7; Comparing your experiences in Vietnam, Myanmar, and India.**

**Community Programming (No Class) — March 7**

**A15—March 9: 2<sup>nd</sup> Term Exam; Chs. 5, 6, 7**

**Port Louis, Mauritius—March 11**

**A16—March 12: Approaching Global Markets: Importing, Exporting, and Global Sourcing; Ch. 8.**

**A17—March 14: Case discussion: Asian Shoe Exports to Europe (case 8-2; pp. 271 in textbook);**

**A18—March 16: Approaching Global Markets: Licensing, Investment, and Strategic Alliances; Ch. 9; Part I: Cultural Analysis is due; Part II: Economic Analysis is due. Getting to know South Africa.**

**Cape Town, South Africa—March 18-23**

**A19—March 24: The Global Marketing Mix: Brand and Product Decisions; Ch. 10**

**A20—March 26: The Global Marketing Mix: Pricing Decisions; Ch. 11**

A21—March 28: The Global Marketing Mix: Global Marketing Channels and Physical Distribution; Ch. 12; Getting to know Ghana.

Takoradi, Ghana — March 30 - April 1

Tema, Ghana — April 2-3

A22—April 4: The Global Marketing Mix: Global Marketing Communications Decisions I: Advertising and Public Relations; Ch. 13; Comparing your experiences in South Africa and Ghana;

A23—April 6: Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication; Ch. 14; Part III: Market Analysis is due.

Study Day (No Class) — April 8

A24—April 9: Case discussion: Can Walmart Crack the Retail Code in India? (case 12-1, pp. 372-373 and 402 in textbook); Getting to know Morocco.

Casablanca, Morocco—April 11-15

Study Day (No Class) — April 16

A25—April 17: 3<sup>rd</sup> Term Exam; Chs. 8-14

Arrive Amsterdam, The Netherlands — April 21

## FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

### Field Class & Assignment

**This Field Class for this course is on Wednesday, February 13, in Ho Chi Minh City, Viet Nam.**

**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, and will be developed and led by the instructor.

The goal of the field class is to verify the application of the concepts learned in class in companies visited in the field class. For this purpose, the field portion of the course will focus

on 'Growth Strategies in the Global Marketplace.' Students from section 2 will have the opportunity to visit companies in Ho Chi Minh City, Vietnam with operations in foreign markets

Academic Objectives:

- Understand the 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.
- Understand the major struggles a company faces when expanding internationally
- Understand the major opportunities companies are trying to pursue when expanding internationally

In this class, you, as part of a team of 4 to 5 students, are required to develop a thorough market assessment (country level) for the purpose of exploring market opportunities in the country of your field lab for a specific American 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. Here is some preliminary information about the project:

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

## INDEPENDENT FIELD ASSIGNMENTS

Students will also be asked to look for evidence of global brands in each country visited. Although this field work will not be assessed, in the first class after returning on board the ship, a class discussion will be conducted related to the marketing of these global brands (eg. have they been adapted for the international market?; how are they distributed? etc.)..

## 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 case studies assigned for this course.

The case assignment must be typewritten, double-spaced, 12 Times New Roman or 11 Arial fonts. 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 Class Group Project (30%)** – See details in the Field Work section above.

## GRADING SCALE

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 |
| 93-96%: A        | 83-86%: B   | 70-76%: C                |                  |
| 90-92%: A-       | 80-82%: B-  | 60-69%: D                |                  |

## ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. 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 letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to [academic@isevoyages.org](mailto:academic@isevoyages.org) as soon as possible, but no later than two months prior to the voyage.

## **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 FOR THE LIBRARY**

None

## **FILM REQUEST**

None

## **ELECTRONIC COURSE MATERIALS**

None

## **ADDITIONAL RESOURCES**

None