

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016
Discipline: Commerce
Course Title: SEMS 3500-501 International Marketing
Division: Upper
Faculty Name: Dr. Simon Hudson
Credit Hours: 3; Contact Hours: 38

Pre-requisites: Introductory marketing

COURSE DESCRIPTION

As global economic growth occurs, understanding marketing in all cultures is increasingly important. The focus of this course is on the principles underlying the design and implementation of marketing strategies across national boundaries. Topics will follow the decision process of international marketers in researching the environment, planning the entry strategy and designing their activities on product, distribution, promotion and pricing. Subjects covered include a deep look at the causes of cultural difference, the Internet and its expanding role in international marketing, big emerging markets, multicultural research, global brands, trends in channel structures, ethics and socially responsible decisions, green marketing, and changing profiles of global managers. To understand the marketing process in a changing global environment, students will conduct field studies on the products or services of multinational firms and analyze the application of global marketing concepts via research projects, case studies and readings. The course has been tailored for the unique needs of Semester at Sea students. Specifically, the required cases, readings and assignments align with the semester calendar so that learning, testing, preparation for Field labs and consequent evaluations fall in a logical and helpful sequence.

COURSE OBJECTIVES

1. Explain how marketers are influenced by economic, cultural, political and legal environments in global markets
2. Describe multiple approaches for entering foreign markets
3. Understand global marketing risks
4. Observe the 4 P's for a given product or service in the markets we visit and how they differ from home
5. Identify local products in the countries we visit that could be successfully marketed in the U.S. market.
6. Identify American products that have the potential to succeed in the local markets we

visit.

7. Develop a preliminary international marketing plan.
8. Consider buyers, competitors, and other local factors, along with global factors, when planning a marketing mix for a foreign market

REQUIRED TEXTBOOKS

AUTHOR: Cateora, P. R, Gilly, M.C., & Graham, J.L.

TITLE: International Marketing

PUBLISHER: McGraw-Hill/Irwin

ISBN #: 0073529974

DATE/EDITION: 2013/16th edition

CASE PACKAGE

Name of case	Source
1. Promoting Hawaii through film and television	My case
2. Starbucks: going global fast	Text case 1-1
3. Ocean Park: In the face of competition from Hong Kong Disneyland	HBR - https://hbr.org/product/ocean-park-in-the-face-of-competition-from-hong-kong-disneyland/HKU638-PDF-ENG
4. Marketing war tourism in Vietnam	My case
5. Ethical perspectives on tourism in an 'outpost of tyranny'	My paper
6. Marketing the hotel sector in economic crisis	Naidoo et al., 2011
7. Coke and Pepsi learn to compete in India	Text case 1-3
8. Nike Football: World Cup 2010	HBR - https://hbr.org/product/nike-football-world-cup-2010-south-africa/511060-PDF-ENG
9. Making tourism the lead sector of Ghana's economy	http://www.touringghana.com
10. Marketing ethics	Text case 4-6

TOPICAL OUTLINE OF COURSE

Class Days	Topic
Depart Ensenada- January 5	
A1- January 7:	Introduction to class, course outline and assessments
A2-January 9:	Text: Chapter 1 - The scope and challenge of international marketing

A3- January 11:	Text: Chapter 2 – The dynamic environment of international trade Case 1: Promoting Hawaii through film and television
Honolulu: January 12	FIELD LAB: Let's get in the movies! Kulalooa Ranch & Hawaii Pacific University
A4-January 14:	Text: Chapter 3 - The cultural environment of global markets
A5-January 17:	Text: Chapter 4 - The cultural environment of global markets
Study Day: January 19	
A6- January 20:	Text: Chapter 5 - Culture, management style & business systems
A7-January 22:	Text: Chapters 6 & 7 - Political & legal environment of global markets Case 2: Starbucks: going global fast (1-1 from text)
Yokohama: January 24-25	
In-Transit: January 26	
Kobe: January 27-28	
A8- January 29:	Text: Chapter 8 – Developing a global vision through research Case 3: Ocean Park (HBR)
Shanghai: January 31-Feb 1	
In-Transit: February 2-3	
Hong Kong: February 4-5	FIELD LAB: Feb 5th - Ocean Park, Hong Kong
A9- February 6:	Text: Chapters 9-11 – Assessing global marketing opportunities Case 4: Marketing war tourism in Vietnam
Ho Chi Minh: February 8-12	
A10- February 13:	Text: Chapters 9-11 – Assessing global marketing opportunities
Study Day: February 15	
A11-February 16:	Text: Chapters 9-11 – Assessing global marketing opportunities Case 5: Ethical perspectives on tourism in an 'outpost of tyranny'
Yangon: February 18-22	
A12-M February 23:	Revision and reflection Case 6: Coke and Pepsi learn to compete in India (1-3 from text)
A13- February 25:	MID-TERM EXAM (Chapters 1-11 and readings)
Cochin: February 27- March 3	
A14-March 4:	Text: Chapter 12 – Global Marketing Management
Study Day: March 6	
A15-March 7:	Text: Chapters 13 & 14 – Products and services for consumers and businesses Case 7: Marketing the Mauritian hotel sector in economic crisis
Port Louis: March 9	FIELD LAB: Marketing tourism and hospitality in Mauritius
A16- March 10:	Text: Chapter 15 – International Marketing Channels
Study Day: March 12	
A17-March 13:	Text: Chapter 16 – Integrated Marketing communications Case 8: Nike Football: World Cup 2010
Cape Town: March 15-20	
A18- March 21:	Text: Chapter 16 – Digital marketing

A19-March 23:	Text: Chapter 17 – Personal selling and sales management
A20-March 25:	Text: Chapter 18 – Pricing for international markets Case 9: Making tourism the lead sector of Ghana’s economy
Takoradi (Ghana) March 27-28	
Tema (Ghana) March 29-31	
A21- April 1:	Text: Chapter 19 – Implementing global marketing strategies Case 10: Making Socially Responsible and Ethical Marketing Decisions (4-6 from text)
Study Day: April 11	
A22-April 3:	Country Notebook brief presentations
A23-April 5:	Country Notebook brief presentations
Casablanca: April 7-11	
Study Day: April 12	
A24: April 13 A Day Finals	FINAL EXAM
April 16: Disembarkation	

FIELD WORK

FIELD LAB

Students will take part in one of the following field labs:

- 1) Let’s get in the movies! Kulalooa Ranch & Hawaii Pacific University in Hawaii

This field lab takes place on January 12th in Hawaii. The lab will begin with a visit to the Hawaii Pacific University, where you will meet students and faculty from that institution. We will then go to Kulalooa Ranch and take the movie tour - <http://www.kualoa.com/oahu-tours/movie-sites-ranch-tour/>. The idea is to explore the different ways that Hawaii benefits from its film industry. Upon completion of this field lab, you will write an individual reflection paper describing what you have learned and how it pertains to international marketing. You should also relate to the case study in your paper, and how the field lab enhanced your understanding of film tourism in Hawaii.

- 2) Ocean Park in Hong Kong

This field lab takes place in Hong Kong on February 5th. The lab will begin with a visit to Hong Kong Polytechnic where you will meet students and faculty from that institution. We will then move on to Ocean Park. This Chinese amusement park opened in 1977 and includes rides, animal exhibits, observatories, laboratories, and an education department. During this visit, students will

learn about Ocean Park’s marketing strategies and how the park differentiates itself from the competition. Upon completion of this field lab, you will write an individual reflection paper describing what you have learned and how it pertains to international marketing. You should also relate to the HBR case study in your paper, and how the field lab enhanced your understanding of Ocean Park’s approach to marketing.

3) Marketing tourism and hospitality in Mauritius

This field lab takes place on March 9th in Mauritius. The lab will begin with a visit to the University of Mauritius, where you will meet students and faculty from that institution. We will then visit a local hotel chain for a tour and to understand how the tourism/hospitality industry in Mauritius is recovering from the economic crisis. Upon completion of this field lab, you will write an individual reflection paper describing what you have learned and how it pertains to international marketing and the assigned paper on Mauritius.

OTHER FIELD WORK

In teams, students will also be preparing a marketing plan for a product or service, which is being considered for marketing in one of the countries visited. Early in the voyage, students will be given a country for which they have to prepare a ‘Country Notebook’ (see part 6 of the textbook) that contains a cultural analysis, an economic analysis, a marketing audit and competitive analysis. They will then prepare a preliminary marketing plan for introducing a consumer product into that market. Towards the end of the voyage, students will briefly present their marketing plans to the instructor and the rest of the class. Students will vote on the idea that has most promise and a prize will be given to the winning team.

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 / GRADING RUBRIC

Final grades for students will be based on the following:

Method of assessment	Percentage of final grade
Individual case study tests	20
Field Lab reflection paper	20
Mid-term exam	15
Group project	25
Final exam	20
TOTAL	100

Individual case study tests (20%)

Students have been assigned 10 case studies to read and these will be discussed in class. On the day of the case discussion (see outline for dates) students will be given a short quiz to test their basic knowledge of each case. For each case students will be given marks out of 10 for a total possible mark of 100. In addition, on the day these case quizzes are given, you will be asked towards the end of the class to form a group to discuss the case, and then one or two groups will be asked to present their thoughts to the rest of the class. So be prepared!!

Mid-term exam (15%)

The mid-term exam will cover material from the text and other materials covered before the date of this exam. The exam will be a combination of short answer and multiple-choice questions.

Field Lab reflection paper (20%)

Upon completion of your field lab, you will write an individual reflection paper describing what you have learned and how it pertains to international marketing. You should also relate to any case studies or articles that we have discussed related to the country visited and the field lab in particular. While you are visiting, you need to be an active observer. This can be done through interviews, looking at pictures, magazines, newspapers, brochures, and through observation. In your paper provide insights on what you discovered and why it is important. Further directions will be given one week before this field lab.

Group project (25%)

Students will prepare a marketing plan for a product or service, which is being considered for marketing in one of the countries visited. Early in the voyage, students will be given a country and asked to select a consumer product. For that country, you have to prepare a 'Country Notebook' that contains a cultural analysis, an economic analysis, a marketing audit and competitive analysis and preliminary marketing plan. Part 6 of the book has a guide for developing a marketing plan. After the final port visit, students will summarize their marketing plans in front of the rest of the class. The final grade will be split between the report (90%) and the brief presentation (10%).

Final exam (20%)

This exam will be based on material covered since the mid-term exam. It is not a comprehensive final. The exam will be essay-style.

RESERVE BOOKS AND FILMS FOR THE LIBRARY

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ELECTRONIC COURSE MATERIALS

The ten case studies (and any other readings) can be found in my electronic course folder housed on the ship's intranet.

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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]."