

## SEMESTER AT SEA COURSE SYLLABUS

**Voyage: Spring 2014**

**Discipline: Commerce**

**SEMS 3500- 501 and 502: International Marketing (Section 1 and Section 2)**

**Division: Upper**

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**Pre-requisites:** Introductory Marketing Course

### **COURSE DESCRIPTION:**

Since the Chinese designed the “silk road” over 2000 years ago, international trade has been the route for exchange of ideas, products, and services between cultures of the world. While that route is now one of technology as well as travel, trade with other nations (cultures) is still the foundation of our global economy. What’s new is the corporate invention of the twentieth century, the global enterprise, and its ability to assemble resources (natural, human, monetary, technological, and ideas), to manage them efficiently and simultaneously, while meeting the needs of buyers in markets around the world. The process of globalization presents challenges to nations as cultural, political and economic boundaries keep shifting. Global interdependence means companies constantly have to reconsider who their competitors, customers, suppliers, and strategic alliances are. On the horizon is a shift from growth in developed markets to emerging ones. The important players in tomorrow’s global economy include its inventors, the Chinese, plus other Asian, African and Latin American countries.

Our course emphasizes case-work, examples and assignments that take advantage of our visiting locations that are the future engines of world economic growth. Some countries, like China and India constitute markets that cannot be ignored by organizations seeking to grow in the Twenty-first Century. Others represent often-overlooked, emerging, bottom-of-the-pyramid markets in Africa and Asia such as Burma, Ghana, and Morocco. Even Japan is a model for other developed countries for businesses seeking opportunities in markets with aging populations. Our voyage provides a unique opportunity to prepare you for working and living in this future environment.

### **LEARNING OBJECTIVES: At the end of the semester you should be able to .....**

- Explain how the global economy is sewn together by economic agreements and cultural change
- Analyze the external environment for enterprises seeking growth in foreign markets
- Describe the pros and cons of different ways to enter foreign markets
- Understand the key areas of risk for global marketers
- Develop a preliminary international marketing plan for a global company
- Identify differences in effective marketing strategy (the 4 P's) in the markets we visit
- Spot opportunities for foreign products/services/ideas in the American market, and opportunities for American products/services/ideas in the markets we visit

## REQUIRED READING MATERIAL:

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

TITLE: International Marketing

PUBLISHER: McGraw-Hill / Irwin

ISBN #: 978-0-07-352997-4

DATE/EDITION: 2013/ 16<sup>th</sup> Edition

AUTHOR: Morrison, T., & Conaway, W.A.

TITLE: Kiss, Bow, or Shake Hands: The Best Selling Guide to Doing Business in More than 60 Countries

PUBLISHER: Adams Media

ISBN #: ISBN-10: 1593373686 | ISBN-13: 978-1593373689

DATE/EDITION: 2006/ 2<sup>nd</sup> Edition

## GRADING WEIGHTS & SCALE

Quizzes	30%	A	92.5-100	C	72.5-76.4
Field Lab Reflection Paper	20%	A-	89.5-92.4	C-	69.5-72.4
Country Project/Presentations	30%	B+	86.5-89.4	D+	66.5-69.4
Participation in Class	10%	B	82.5-86.4	D	62.5-66.4
Field Observations	10%	B-	79.5-82.4	D-	59.5-62.4
		C+	76.5-89.4	F	0-59.4

### Quizzes: (30%)

There will be 3 announced reading quizzes throughout the semester. Questions will be based on the assigned readings for that section of the course. The format of the quizzes will be multiple-choice/short answer questions. **Please remember the University's Honor Code (see below)! Cheating is not fair to other students and is not worth the consequences!**

**Field Lab Reflection Paper:** (20%) After completing the field experience, each student will turn in a reflection paper detailing what you learned and how it relates to the International Marketing topics we covered in class.

**Section 1: This field lab will take place in Kobe, Japan on Monday, February 3, 2014.** More details to be provided.

**Section 2: This field lab will take place in Shanghai, China on Thursday, February 6, 2014.** More details to be provided.

**Country Notebook/Presentation:** (30%) Students will form teams and choose one the following 8 countries and conduct intensive research on the country: Japan, China, Vietnam, Burma, India, South Africa, Ghana or Morocco. The premise of the project is that each team will form a hypothetical company entering the country with a particular product (i.e. a health/beauty product or a clothing/sports product or food/beverage product). Guidelines for the Country Notebook are provided on pages 594-601 of your text. All deliverables should be printed in Time New Roman 12 pt. font with 1-inch margins. Reference numbers should be included in the text in parentheses, and refer to a numbered reference section at the end of the notebook.

**PART 1- Cultural Analysis**-(pp. 594-596)-This part will be presented to the class on the day prior to docking in that port and a 1-page-double-sided executive summary should be provided to each student in our class. Upon returning to the ship after the port, additional information will be added and presented based upon your observations and any deviation from your expectations.

**PART 2- Economic Analysis**-(pp. 596-598)- This section includes background information regarding the birthrates, distribution of population, infrastructure, working conditions, and economic statistics such as GNP, income levels, distribution of wealth, and overall business climate. This section's purpose is a better understanding of the general business investment climate and product/market potential for each country. A 1-page executive summary should be provided for each student.

**PART 3-Market Audit & Preliminary Marketing Plan**- (pp. 598-601)- This section will be presented at the end of class and should answer the following questions: What foreign entry approach would you use to enter the market? Why? How would you adapt your marketing plans to compete effectively in this market? Why? Include a description of your target market, competition, recommended positioning, and guidelines for your marketing mix. Include recommendations for all the 4 Ps of marketing. This is a *preliminary* marketing plan. You are not expected to develop a detailed marketing plan; however, you are expected to identify important questions you need answered before you would finalize your plan. Your final presentation should last no more than 15-20 minutes. Visual aids such as PowerPoint are expected and creativity is valued. This is a great opportunity to practice and hone your presentation skills. Try to make it interesting! A 1-page executive summary should be provided for each student.

**Participation:** (10%) In order to earn participation points, you must be present and engaged in class. Most class days there will be some combination of discussion of readings and cases and/or exercises (often in small groups). Hopefully the cases will be interesting and fun and help you to better understand and apply the concepts from the book. Articulating your opinions and ideas and sharing relevant examples based on your experiences will enhance the learning experience for everyone and deepen your understanding of the material. Part of your participation grade will include peer-evaluations of your colleagues' presentations.

Professional behavior is expected at all times. Please be on time, try to maintain a positive attitude, and respect your professor and other students. I suggest you prepare for discussions by having 2-4 potential comment, questions about the topic, or experiences you want to share related to the readings. If you must miss class, it is your responsibility to make arrangements with another student to find out what material, schedule changes, etc. you missed. You are expected to spend the entire period in class in order to get the most of your learning experience and to avoid disruptions to your colleagues.

**Field Observations:** (10%) You need to complete two field observations in order to receive full credit for this assignment. These brief reports should be between 1-2 pages each and include your observations of the marketplaces in two of the foreign ports on our itinerary. You should visit retail establishments such as grocery stores, malls, and/or local marketplaces, paying close attention to local media and advertising, and watching consumption in public areas. Field observation reports should be turned in during the first class after leaving the port. The following questions should be addressed in your reports:

1. What is the extent of international marketing activity in that market? How does that compare to other places we have visited? How do two or more of the 4 P's for a given product or service differ from home?
2. What is a local product that you encountered that you believe could be successfully marketed in the USA? Why do you think this product or service could find success with American consumers/buyers?

3. Is there an American product you did not see available that you believe has the potential to succeed in the local market? Why?

### **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]."