



OGLETHORPE
UNIVERSITY

BUS 371 Barcelona
International Marketing: Lead Abroad Program Summer 2018

Professor: David L. Nasser, PhD
Email: dnasser@oglethorpe.edu

Course Description

In this course, will explore the fundamentals of how marketing is conducted on an international scale, the strategies and tactics involved, the potential barriers and pitfalls, the similarities and differences compared to marketing in the U.S.

Course Objectives: To complete this course successfully, the student should:

1. Be able to explain the distinguishing characteristics of International Marketing.
2. Be able to discuss the various rationales for marketing across borders.
3. Demonstrate familiarity with how local culture influences marketing strategy and tactics..
4. Be able to discuss, specifically, how marketers must be cognizant of and make appropriate adjustments to Product, Price, Promotion, Distribution and CRM when abroad,
5. Be able to discuss the pros and cons of Global Vs. "Glocal" branding.
6. Show recognition and understanding of ethical issues facing marketers abroad.

Required Text

Baack, Harris and Baack, International Marketing, Sage Publications ISBN: 9781452226354

Group Project

Students will form into groups of four (4 or 5) and prepare a management briefing for marketing in one or more foreign markets. The proposal will reflect issues of strategy, considerations of culture and challenges of implementation of marketing strategy that the students expect would be encountered. In addition to the paper, each team will prepare a presentation of the findings and recommendations. Each of the paper and presentation will be graded. Groups will select a specific country or set of countries, and using various resources, learn about how an American company should go about marketing in that country. Or the group may choose to do a case study of a particular international brand and how it is marketed globally. Additional guidance for the preparation of the paper will be provided in-class.

Speakers

I am working on lining up speakers who can share their experiences in doing business abroad. I am hoping that we will be able to schedule one or two. If we are successful, we might need to adjust the class schedule to accommodate them. You will be provided information on their background, current position and company, so that you can be fully prepared for their presentation.

Exams

There will be two exams derived from the text, handouts, and any other materials presented in class. The second exam will be given during the last week and will be cumulative.

Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or death in the immediate family is given in advance.

Policies and Procedures

- **Accommodations** – any student needing accommodations due to a disability are asked to contact Mr. Mark Gross (mgross@oglethorpe.edu) to make arrangements and then forward those accommodations to the instructor.
- **Classroom Etiquette (Violation can result in dismissal for that day's class).**
 - Show up on time, do not leave during class, and don't leave early
 - Turn off cell phones – no texting.
 - No sleeping, surfing the web, listening to music, talking, or reading outside material
- **Attendance** - Students are expected to attend all class sessions and be active participants in class discussions. Attendance will be taken and will be counted towards your final grade. Full attendance/participation points will be awarded for **0** absences, regular class participation, and abiding by classroom etiquette.
- **Due Dates** – All assignments are due on the assigned due date at the beginning of class.
No assignments will be accepted late!
- **Incompletes** – Refer to the complete reading of the University's policy in the *Bulletin*.
- **Honor Code** – Our honor code is an academic one. The code proscribes cheating in general terms and also in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as “the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud in order to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community's confidence in the honorable state to which we aspire.”

**All work in the course is subject to the terms of the honor code.
See the *Bulletin* for a complete reading.**

Honor Code

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay or other work:

I pledge that I have acted honorably.

(Signed) _____

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

Plagiarism

Plagiarism includes representing someone else's words, ideas, data, or original research as one's own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

Cheating

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person's work or participation in such an effort.
- An attempt or participation in an attempt to fulfill the requirements of a course with work other than one's original work for that course.

Grade *(All grades are earned on a straight percentage basis)*

Exams (2 @ 25 pts)	50 points
Group Project (report and presentation)	30
Case Presentations	10
Attendance/Participation	<u>10</u>
	100 points

Course Schedule

<u>WEEK OF:</u>	<u>TOPIC</u>	<u>CHAPTER</u>
Week 1 -		
Wed 7/4	Introduction to International Marketing	1
Thu 7/5	Entry Strategies	2
Fri 7/6	Global Trade and Integration	3
Week 2 –		
Mon 7/9	Case Discussions (Case TBD)	
Tues 7/10	Market Segmentation	4
Wed 7/11	Positioning	5
Thu 7/12	Marketing Research Across Borders	6
Week 3 -		
Mon 7/16	Case Discussions/Speaker	
Tues 7/17	MID TERM EXAM	
Wed 7/18	Product Marketing	7
Thu 7/20	Standardization and Adaptation	8

Week 4 -

Mon 7/23	Pricing and Finance	9/10
Tues 7/24	Distribution	11/12
Wed 7/25	Marketing Communication	13
Thu 7/26	Case Discussion	

Week 5 -

Mon 7/30	Personal Selling	14
Tues 7/31	Group Presentations	
Wed 8/1	Group Presentations	
Thu 8/2	Review	
Fri 8/3	Final Exam	

This schedule is tentative and subject to change