



OGLETHORPE
UNIVERSITY

BUS 375 Rome
International Marketing: Lead Abroad Program Summer 2020

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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.

LeadAbroad Mission & Values:

LeadAbroad is committed to leveraging the international experience for a student’s personal growth and development. Each course is specifically designed to challenge students, expose them to the local culture and help them become more globally minded citizens. During class and throughout the program, our expectation is that students will be gracious guests in the host country, which means

- Being polite to the locals
- Providing a kind salutation when entering a building with a guard or front desk attendant on duty
- Attempting to use the local language for requests, salutations and thanks
- Being patient with different customs and traditions

During the program we will also touch on these five core values of LeadAbroad

- *Breaking through boundaries* abroad and at home
- *Creating trusting relationships* with those from different cultures
- *Identifying your purpose and path* while abroad
- *Serving* others abroad and at home
- *Maximizing your potential* by taking what you learned back home

Required Text

Baack, Harris and Baack, International Marketing, 2nd Edition Sage Publications

ISBN: 13: 978-1506389219

ISBN-10: 150638921X

There's an electronic version that you can get directly from Sage Publications. Below is the link to the Vital Source website where you can also purchase/rent an electronic version of this text. It's also available via Amazon. You all know what to do.

1. The Wall Street Journal Available On Line Through The Library. See instructions and link below. This is free. We will be discussing articles of interest from time to time,

1. Visit <https://partner.wsj.com/enter-redemption-code/OGLEf5uhh80j>
2. Choose your category and enter your name and Oglethorpe email address
3. Check your email and confirm your registration

ACTIVITIES AND ASSIGNMENTS

Group Project

Students will form into groups of 5-6 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 that the students expect would be encountered. In addition to the paper, each team will prepare a presentation of their findings and recommendations. Both the formal proposal and the 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. All topics must be submitted to the Instructor for approval.

Observation Exercises

- I will on a couple of occasions, ask you to observe some aspect of international marketing as you explore Rome or other parts of Italy and to write a one-page (at most) reaction paper about what you observed and what you learned.

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. Exams will not 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).

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

Exams (2 @ 25 pts)	50 points
Group Project (report and presentation)	30
Attendance and participation	10
Quizzes	10
	100 points

POLICIES AND PROCEDURES

Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973, all LeadAbroad programs promote non-discrimination of disabled individuals and provide reasonable academic accommodations when appropriate. An academic accommodation is a modification that enables students to participate in a program of study by incorporating adjustments to ensure their rights, access, and privileges are equal to those without disabilities. Some examples of academic accommodations may include extended time on tests and quizzes, testing in a distraction free environment, the ability to tape-record lectures, or note-taking assistance in the classroom.

Any participant who needs academic accommodations in a program of study must contact LeadAbroad at least 90 days prior to the program start date. Please note, LeadAbroad cannot guarantee that late requests will be honored. To initiate the accommodation process, please contact the director of international programming at info@LeadAbroad.com

In order to be approved for accommodations, students will be asked to complete the disabilities form in their student portal and provide documentation that supports registration with the disability services office at their home institution. Once documentation has been received, Oglethorpe's Disability Services and LeadAbroad will work together to identify accommodation possibilities. Please keep in mind that LeadAbroad will not approve any accommodations that alter the fundamental nature of our curricula. If an accommodation request cannot be fulfilled, LeadAbroad will work with the student to identify other program opportunities.

Once approved, the student will receive a Letter of Accommodation (LOA) prior to his or her program start date. From there, it is the student's responsibility to self-advocate by delivering the LOA directly to his or her instructors. LeadAbroad instructors are accustomed to accommodating students in the classroom. By delivering the LOA personally, this will alert the student's instructor to initiate a conversation about his or her classroom needs. Finally, the instructor will be responsible for implementing any classroom accommodations, such as recruiting another student in the class to take notes or proctoring an exam for a student that requires extended time.

A student is responsible for providing documentation that supports his or her request for academic adjustments. LeadAbroad requires that the documentation demonstrates the student's current enrollment in a disability services program at his or her home institution, specifies a list of the student's approved accommodations, and has been signed by the school's disability services professional. Please note, the documentation does not need to specify the student's diagnosis given that this type of paperwork has already been supplied to his or her current disability services professional.

Participants should be aware that some LeadAbroad programs involve voluntary activities that require moderate exercise, such as hiking and biking; these activities are voluntary. In addition, some of the site locations may not be compliant with ADA standards of accessibility given their geographic location and different governing systems. Last, accommodations cannot be applied retroactively, accommodations begin in the classroom once the LOA is received by the instructor.

If any program participant feels that he or she is being treated unfairly in any way, please notify the supervising faculty member or LeadAbroad office immediately at info@LeadAbroad.com.

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:

LeadAbroad is committed to the academic integrity of our programs. All students participating in a for credit program (LEAD and GO) will be subject to academic and programmatic consequences for missing class. Excused absences are approved only if the student has

- a doctor's note that includes the diagnosis and confirmation that the student needed to be seen immediately or
- a note from the program staff verifying a medical or personal emergency with the student

Unexcused absences will impact a student's final grade in the course. Refer to your course syllabi for specifics regarding how absences will impact your participation and/or final grade.

Academically, if a student misses class there will be a loss in participation points with each absence as well as consequences to the overall grade. For a traditional class (2 hours/4 days a week) -

- 2nd absence 2.5% deduction from overall grade
- 3rd absence additional 2.5% deduction from overall grade
- 4th absence additional 5% deduction from overall grade
- 5th absence student fails the course

Programmatically, if a student misses 15% of their classes (3 courses in a traditional course) a notification will be sent to them and their emergency contact letting them know that they are on probation. More than 4 absences from a traditional class (20% of program) will result in dismissal and an automatic failing grade.

Personal travel is not an excused absence. Students should review their course syllabi and reach out to LeadAbroad to confirm their class schedule before booking any personal travel

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*.

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

Honor Code

Persons who come to Oglethorpe University for work and study join a community that is committed to high standards of academic honesty. The honor code contains the responsibilities we accept by becoming members of the community and the procedures we will follow should our commitment to honesty be questioned.

The students, faculty and staff of Oglethorpe University expect each other to act with integrity in the academic endeavor they share. Members of the faculty expect that students complete work honestly and act toward them in ways consistent with that expectation. Students are expected to behave honorably in their academic work and are expected to insist on honest behavior from their peers.

Oglethorpe welcomes all who accept our principles of honest behavior. We believe that this code will enrich our years at the University and allow us to practice living in earnest the honorable, self-governed lives required of society's respected leaders.

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.”

The honor code applies to all behavior related to the academic enterprise. Thus, it extends beyond the boundaries of particular courses and classrooms *per se*, and yet it does not extend out of the academic realm into the purely social one.

Examples of cheating include but are not limited to:

- 1.1 The unauthorized possession or use of notes, texts, electronic devices (including, for example, computers and mobile phones), online materials or other such unauthorized materials/devices in fulfillment of course requirements.
- 1.2 Copying another person’s work or participation in such an effort.
- 1.3 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.
- 1.4 Forging or deliberately misrepresenting data or results.
- 1.5 Obtaining or offering either for profit or free of charge materials one might submit (or has submitted) for academic credit. This includes uploading course materials to online sites devoted, in whole or in part, to aiding and abetting cheating under the guise of providing “study aids.” There is no prohibition concerning uploading exemplars of one’s work to one’s personal website or to departmental, divisional, University or professional society websites for purposes of publicity, praise, examination or review by potential employers, graduate school admissions committees, etc.
- 1.6 Violating the specific directions concerning the operation of the honor code in relation to a particular assignment.
- 1.7 Making unauthorized copies of graded work for future distribution.
- 1.8 Claiming credit for a group project to which one did not contribute.
- 1.9 Plagiarism, which 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.
- 1.10 Lying, such as: Lying about the reason for an absence to avoid a punitive attendance penalty or to receive an extension on an exam or on a paper’s due date; fraudulently obtaining Petrel Points by leaving an event soon after registering one’s attendance and without offering to surrender the associated Petrel Point, or by claiming fictitious attendance for oneself or another; forging or willfully being untruthful on documents related to the academic enterprise, such as on an application for an independent study or on a registration form.
- 1.11 Stealing, such as: Stealing another’s work so that he/she may not submit it or so that work can be illicitly shared; stealing reserve or other materials from the library; stealing devices and materials (such as computers, calculators, textbooks, notebooks and software) used in whole or in part to support the academic enterprise.
- 1.12 Fraudulent interaction on the part of students with the honor council, such as: Willfully refusing to testify after having been duly summoned; failing to appear to testify (barring a *bona fide* last-minute emergency) after having been duly summoned; testifying untruthfully.

Students pledge that they have completed assignments honestly by attaching the following

statement to each piece of work submitted in partial fulfillment of the requirements for a course taken for academic credit:

I pledge that I have acted honorably.

(Signed) _____

The honor code is in force for every student who is enrolled (either full- or part-time) in any of the academic programs of Oglethorpe University at any given time. All cases of suspected academic dishonesty will be handled in accordance with the provisions established in this code. The honor council has sole jurisdiction in matters of suspected academic dishonesty. Alternative ways of dealing with cases of suspected academic fraud are prohibited. In cases of alleged academic dishonesty on the part of students, the honor council is the final arbiter.

The full Honor Code is Section 11 of the current University Bulletin.

Title IX

LeadAbroad faculty and staff are not confidential resources. In accordance with Title IX, any report of sexual misconduct that has occurred during a student's time at a university will be reported back to Oglethorpe University and a student's home university in order to ensure that the student has access to all resources and support needed.

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.

CLASS SCHEDULE

Subject To Change *

Dates	Topic	Preparation	Activities	
WEEK 1				
Tue 6/30	Introduction to International Marketing	Read Chapter 1	• Class Introductions	
Wed 7/1	Culture and International Marketing	Read Chapter 2	• Assignment to Groups	
Thu 7/2	Global Trade and Integration	Read Chapter 3		
WEEK 2				Global Trade and Integration
Mon 7/6	Country Selection and Entry Strategies	Read Chapter 4	Topics due for approval	
Tues 7/7	Planning, Organization, Control	Read Chapter 5		
Wed 7/9	Segmentation in An International Context	Read Chapter 6	• Case Discussion	
Thu 7/10	Exam #1	Chapters 1-6		
WEEK 3				
Mon 7/13	International Positioning	Read Chapter 7		
Tues 7/14	Product and Branding Strategy	Read Chapter 9	• Case Discussion • In Class Exercise	
Wed 7/15	Standardization and Adaptation	Read Chapter 10		
Thu 7/16	Pricing and Finance	Read Chapter 11 & 12	Project Progress Reports Due	
WEEK 4				
Mon 7/20	Pricing and Finance	Read Chapter 11 & 12		
Tue 7/21	Distribution	Read Chapter 13& 14		
Wed 7/22	Distribution	Read Chapter 13& 14		
Thu 7/23	Marketing Communication	Read Chapter 15		
WEEK5				
Mon 7/27	Sales Promotion & PR	Read Chapter 16		
Tue 7/28	Project Clean Up			
Wed 7/29	Exam #2	Study Chapter 7-16 Material		
Thu 7/30	Project Presentations			
Fri 7/31	Last Day Wrap Up			

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