

Eastern Illinois University
Lumpkin College of Business and Applied Sciences
School of Business

Marketing 4490 – International Marketing
Spring 2012

Professor: Dr. Marko Grünhagen
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Office Hours: MW 9:00 - 11:30 am

Class Meetings: MW 3:30 - 4:45 pm in 2011 Lumpkin Hall
Required Text: International Marketing (2008), 3rd edition, by D.-N. Lascu

Catalog Description:

Study of marketing from the international perspective. Emphasis is placed on necessary modifications of marketing strategy and practice related to global pricing and distribution, product planning, and promotions due to cultural, economic, environmental and legal differences.

Prerequisites

BUS 3470 and admission to the School of Business or permission by the Associate Chair.

Course Objectives:

Upon successful completion of the course, students should be able to:

Content Knowledge ^(K):

- Understand and apply the basic concepts and issues of international marketing
- Identify key challenges and emerging trends in international marketing
- Understand the impact of the legal and governmental influences on marketing abroad
- Identify key terms used in international marketing and global business
- Be aware of similarities and differences in marketing abroad compared to the U.S.

Skills Development ^(S):

- Extend the basic marketing concepts and techniques into the framework of the world marketplace
- Demonstrate effective oral and written business communication skills, critical thinking skills, and the ability to work with others

Attitude/Values Development ^(A/V):

- Appreciate the importance of international marketing and its impact on the United States and the world
- Develop an understanding and appreciation of different cultures and their influences
- Respect and value diversity of backgrounds in the global marketplace
- Appreciate the growing internationalization of business
- Realize the importance of global perspectives to marketing strategies and managers

Course Outline

This class is designed to introduce you to marketing from a global perspective. The premise for the class is that marketers need to understand and appreciate consumers in other cultures *first* before designing their marketing strategies. Hence, the first part of the class will be concerned with various aspects of foreign cultures, such as communication, education, values etc., and how these elements are relevant to marketing. The second half of the class deals with the implementation of marketing strategies, such as product design, pricing and promotion in foreign markets. The assignments for this class are centered on the idea of understanding foreign cultures, and eventually applying that knowledge to marketing contexts. In addition to the class content, you will analyze the advertisements in a foreign magazine and integrate the respective country's culture and background information. You will also explore current topics in international marketing through a variety of different media, such as film clips of news magazines, and readings of popular press articles.

Expectations

I expect that you contribute some of your experiences to this class so that we can learn from each other. By the same token, I will tell you about experiences and developments abroad with which you may not be familiar. This class will offer you new global perspectives that are often quite different from your experience here in the U.S. The familiarity with global issues is virtually a requirement in your future job search and careers. To gain access to a deeper understanding of such issues, your own involvement is required -- participation in class discussions, seeking out a foreign periodical and investigating a country's culture, reading the assigned text materials, etc. I believe, however, that your enjoyment and learning success in this class rises commensurate with your involvement, and that you will reap the benefits if you are willing to put effort into your work.

COURSE POLICIES

Requirements

Country Background Report (Group)	30 points
Foreign vs. U.S. Magazine Analysis (Group)	40 points
Presentation of Comparison between US and Foreign Ad (Group)	30 points
3 Exams @ 40 points each	120 points
TOTAL	= 220 points

Grading

I will use a standard grading scale for all the requirements, and your final grade. The scale is as follows:

198 and above	A	132 and above	D
176 and above	B	below 132	F
154 and above	C		

I reserve the right to adjust the final grade distribution as I deem appropriate.

Your Work

I expect high quality work on all your assignments, and I believe this emphasis is reflected in the weight I allocate to each requirement. Academic dishonesty, such as plagiarism or other types of cheating on exams, assignments etc. will not be tolerated. I'll do my best to perform up to your expectations, and I expect you to give your best just as well.

Examinations

Each exam will consist of multiple-choice questions and a short answer section. I will discuss the exact format as we get closer to each exam. You are expected to take the exams as scheduled. As a general rule, I do not give make-up exams. Only major emergencies justify such an event. Everything covered in class and in the pertaining text materials (such as book chapters, videos,

handouts, in-class readings) is “fair game”. Hence, I advise you to not only write down the slides, but to take additional notes as well (examples, video clips, discussion outcomes etc.).

Exam 1: Feb. 8, 2012

Exam 2: Mar. 26, 2012

Exam 3: Thursday, May 3, 2012 12:30-2:30 pm

Group Projects

At the beginning of the semester you will choose to be part of a group of students. Your group will be given the opportunity to select a country of interest to you (“your” country in the following). You are expected to work on the same country with your same group on the following three assignments:

Country Background Report (approx. 7-9 pages)

You are to do extensive background research on your group’s country. Statistics such as population, GDP, per capita income, unemployment, education levels, inflation rate, trading partners, major manufacturing industries, services, exports and imports, etc. are expected to be included. Beyond this “surface-level” information (which must not exceed ¼ of the entire paper’s length), you also need to generate a real understanding of lifestyles in the country. For example, do not only discuss religion (e.g., predominantly Catholic), but also discuss the role that religion plays in the lives of the people. For example, both France and Chile are “predominantly Catholic” countries, but the role of religion is far more extensive in Chile. Issues such as this or the ones addressed in the following questions (or any others relevant to your country) could be addressed: How often do consumers shop for food? Where do they buy their groceries? What is the product mix encountered in their most frequented retail outlets? Do wholesalers deliver goods to retailers, or is a cash-and-carry system predominant? Is credit readily available to consumers? Discuss the country’s history in depth. What subcultural groups reside there? Are relationships among subcultures friendly? Are there frictions with nearby countries? Why? An enjoyable source of insight about culture is movies, and you are encouraged to discuss insights learned from watching relevant movies. For instance, should you select India, you may want to watch “Outsourced” to gain insights into Indian call center operations, or “Monsoon Wedding” to explore Punjabi family relations and wedding rituals. As part of this in-depth research, you should interview (in person, not over the phone or via e-mail) at least one individual from your country (for example, an international student at EIU) or someone who has spent an extensive amount of time there (over one year, fairly recently). The more interviews your group conducts, the better. The following topics are possible issues to cover: Product/brand availability, service availability, brand counterfeiting, language, religion, business culture, non-verbal behaviors, educational opportunities, business opportunities, and family relations. This material (in abbreviated form) should be integrated into your paper so that it adds to the overall understanding of the country. In other words, do not write a separate report about your interview, but use quotes/information from the interview throughout the report to support findings from other sources, and vice versa. Please be flexible in your approach to the interviews, and let the individuals discuss what s/he likes (or dislikes) most about the country. Try to reconcile what the informants say with your background information search.

Due Date: Feb. 13, 2012

Hint 1: Do your preliminary background search BEFORE you conduct your interviews.

Hint 2: Read the next assignment and use the interviews to ask about access to a magazine from your country. If you cannot find a magazine from the country you have in mind, you must not choose that country.

Foreign vs. U.S. Magazine Analysis (approx. 5-7 pages)

Compare a print magazine (not online, no newspaper) from your country to one in the U.S. that has a very similar target market (for example, 2 golf magazines or 2 hunting & fishing periodicals). The

magazine issues you choose have to be published in the same year and season (e.g. Summer 2010).

Conduct a content analysis of the two magazines, noting the number of ads in each, number of pages, types of products advertised, the presence and role of women, people vs. nature focus, time orientations present, age of people in the ads, beauty ideal reflected, or similar categories that are representative of your magazine's ads. Summarize your counts in tables using percentages. A significant portion of this paper must be focused on drawing conclusions about the cultural differences which are reflected by the different advertising approaches. In the text of your report, you need to focus on percentages or differences in percentages that are meaningful and discuss their implications in detail. In other words, the meaningful differences (and similarities) you find need to be interpreted. You must bring in significant research and support your findings by making suggestions about the reasons for the differences (and similarities) you discover. You are also expected to draw conclusions about the magazines' respective target markets based on your observations.

Due Date: Apr. 9, 2012

Presentation of Comparison between US and Foreign Ad

Look for ads in the two magazines that advertise the same brand (or at least the same product class). Compare in detail two specific ads, which are significantly adapted to their respective cultures, noting cultural differences and their implications. Pay attention to the visual as well as the verbal components of the ads. A good approach is to describe briefly the components of the ads first, then analyze the key aspects of the ads in terms of their cultural relevance, and finally integrate your information to conclude with each ad's respective core message. You have a strict limit of 15 minutes for your presentation. There is no paper to submit. You are expected to use PowerPoint slides, and the dress code is "business casual". The content of the presentations is relevant for the final exam.

Presentation Dates: Apr. 16, 18, 23 & 27, 2012

CAUTION:

*For some students, one of the more difficult aspects of the preceding two assignments is finding a magazine from the country studied. **Please start early in your search for the magazine.** For instance, when you interview international students from your country, ask if you may borrow a magazine.*

Make certain that the magazine is indeed from your country. In the past, one group used a French magazine for Italy, and another group used a French-Canadian magazine for France. A more common issue is the choice of a magazine targeted at Hispanic-Americans being used for Mexico. The point of the task is to consider a foreign country, not hyphenated-American sub-cultures. Should you find an English-language magazine from a country where English is not the most common language, note that the target market is probably far more upscale (especially in terms of education) than a magazine in the local language would be. Also, you are not allowed to use airline magazines (the free ones available on flights).

OTHER EXPECTATIONS:

In all of your written assignments, use double spacing, 12 pt. Times New Roman, 1 inch margins all around each page, no cover page, stapled, with your names at the top of the first page.

The deadlines for all assignments are fixed, there will be no late deliveries. If you don't turn the respective assignment in at the beginning of the class on the due date, your score will be 0.

For a number of the preceding papers, it will be critical for you to consult sources other than yourself or your group members. You need to reference such outside sources (e.g., published articles, internet sources etc.) appropriately. Please use the following website of the *Journal of Consumer Research* for formatting instructions how to reference: <http://jcr.wisc.edu/newstylesheet.pdf>. As a

general guideline, wikipedia.com is not an appropriate source to cite. The very serious infraction of “plagiarism” (i.e., improper citations, or lack of citations where needed) will result in a failing grade.

Attendance Policy

Attendance is a must! Only major emergencies justify your absence. Should you miss class for any reason, you are responsible for getting the notes from one of your fellow classmates. [If you like, use the space below to record names, phone numbers and e-mail addresses should you need to borrow notes!] If you miss class more than three times without a significant cause, I will drop your final grade by a full letter grade. If you miss class more than six times, I will drop your grade by another full letter grade, and so forth. Attendance will be taken at the beginning of each class, so if you are late for any reason, you risk to be counted as absent. The attendance log of each class will be binding.

Name	Phone Number	e-mail
_____	_____	_____
_____	_____	_____
_____	_____	_____

Academic Integrity

Eastern Illinois University is committed to the learning process and academic integrity that is defined in the Student Conduct Code. To encourage original and authentic written work, any written assignment created in this course may be submitted for review to Turnitin.com and will become a searchable document with the Turnitin-protected and restricted use database.

“Fatal Error” Policy

Business students must practice professional standards in writing. To this end, all written assignments must meet minimal presentation standards to be acceptable. These standards address spelling, punctuation, format and basic grammar. The term “Fatal Errors” refers to technical English errors of form. Specifically they include the following:

1.	Each different word misspelled,
2.	Each sentence fragment,
3.	Each mistake in capitalization,
4.	Each serious error in punctuation that obscures meaning,
5.	Each error in verb tense or subject/verb agreement,
6.	Lack of conformity with assignment format.

If any of the above are of concern in your writing, my strong recommendation for you is to see the Writing Center in 3110 Coleman Hall. Papers with more than three fatal errors on any one page, or more than ten fatal errors in an entire document will be returned to the student(s) with no grade assigned. The student(s) will receive one additional opportunity to turn in the assignment. The final grade maximum obtainable on the second attempt of the assignment will be 70% of the original score on the respective assignment. If the second attempt still contains more than three fatal errors on any one page, or more than ten fatal errors in an entire document, the final score for the assignment will be 0.

Missed Deadlines

Missed deadlines (i.e., failure to turn in assignments during the class day on which they are due) will result in 30% deductions per calendar day missed. After three calendar days past the missed deadline, students are not allowed to submit an assignment any longer.

Students with Disabilities

Appropriate academic support is available for students with a documented disability. Please notify me and contact the Office of Disability Services (581-6583) for further information.

Emergency Preparedness Plan

Instructions about what to do in the event of an emergency are posted in all class rooms on Eastern's campus. Students and faculty are responsible for acquainting themselves as to the specific instructions so that they will be prepared in the event of an emergency. A student will be designated to keep her/his cell phone on during class to receive emergency messages.

Contact Info for Student Services

Career Services: 581-2412 www.eiu.edu/~careers
Counseling Center: 581-3413 www.eiu.edu/~counsctr
Student Success Center: 581-6696 www.eiu.edu/~success
(or Learning Assistance Center www.eiu.edu/~ltnassist)

Tentative Class Schedule

<u>Week of</u>	<u>Topic</u>	<u>Book</u>	<u>Assignment due</u>
Jan 9-13	Introduction, International Trade, Service Outsourcing	Ch. 1, 8	
Jan 16-20	International Market Entry, Trade Barriers & Integration (No class Jan 16 – ML King Jr. Day)	Ch. 3, 4	
Jan 23-27	Culture, Hofstede's Dimensions	Ch. 5	
Jan 30-Feb 3	Hofstede's Dimensions, Culture: Values	Ch. 5	
Feb 6-10	Culture: Values, Feb 8: Exam 1		
Feb 13-17	Culture Communication & Education	Ch. 5	Feb 13: Country Report
Feb 20-24	Innovativeness, Intl. Product Life Cycle, Mktg. Research	Ch. 6, 10	
Feb 27-Mar 2	Globalization, C-o-O Effects, Franchising & Fast-Food	Ch. 8, 9	
Mar 5-9	International Product & Branding Issues	Ch. 9	
Mar 12-16	No classes – Spring Break		
Mar 19-23	Counterfeiting		
Mar 26-30	Intl. Promotions/Advertising Mar 26: Exam 2	Ch. 13, 14, 15	
Apr 2-6	Intl. Promotions/Advertising, Int. Retailing & Distribution	Ch. 11, 12, 13, 14, 15	
Apr 9-13	Intl. Pricing	Ch. 16	Apr 9: Mag Comparison
Apr 16-20	Presentations		
Apr 23-27	Presentations		
Exam 3:	Thursday, May 3, 2012 12:30-2:30 pm		