



**BUSINESS 355**

**INTERNATIONAL MARKETING**

**Spring 2009**

## BUSINESS 355—INTERNATIONAL MARKETING

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**OFFICE HOURS are by appointment. An appointment sign-up sheet is posted on my office door. Select a time that fits your class schedule and sign-up for an appointment. Call me at either of the two phone numbers listed above if you have to cancel your appointment with me.**

Tuesday and Thursday	11-11:30 a.m. and 12:30-1:30 p.m.
Wednesday	11:-11:30 a.m.

### TEXT

Keegan, Green, GLOBAL MARKETING, Pearson/Prentice Hall, Fifth edition, 2008.

### COURSE OBJECTIVES

This course is designed to enhance your knowledge of the interrelationships of social, cultural, political, and economic issues associated with transacting business in the international arena. By the completion of the semester, you should be able to demonstrate, both in writing and orally, your ability to apply the theories and principles presented during the semester to the development of a marketing strategy for doing business in a global environment.

### LEARNING OBJECTIVES

You will have the opportunity to demonstrate that you have achieved the course learning objectives through tests, quizzes, and the ongoing semester project (both oral and written presentations). By the end of the semester, you will have:

1. Accumulated a basic knowledge of international business with an emphasis on international marketing. This will be demonstrated by your ability to discuss:
  - The dynamic nature of international marketing
  - Cultural and social forces
  - Political and legal forces
  - Global markets and buyers
  - Emerging markets
  - International marketing research and information systems
  - International and global product, service, logistics, and communications strategies
  - Managing the 4 P's on an international/global level
  - Leading, organizing, planning, controlling, and managing international marketing
  - Exporting, importing, and sourcing
  - The global electronic marketplace

2. Comprehended the basic data presented in the course to the extent that you can contrast, compare, and explain the business environments and opportunities and procedures encountered in various states of economic development in countries throughout the world.
3. Applied the knowledge you have acquired to complete your interim reports and final project, participate effectively in classroom discussions, and successfully perform on quizzes and exams.

### **COURSE PROCEDURES**

Class activities will combine lectures, informal discussions, written and oral presentations, your final, and interim project reports. You will be expected to actively participate in discussions and your comments and opinions will be solicited.

### **ASSIGNMENTS AND GRADING**

You will be given many opportunities to exhibit your knowledge and understanding of the material presented in the text and class discussions and lectures. This will be accomplished through:

- a. class discussions
- b. quizzes
- c. oral and written presentations of you interim and final projects
- d. mid-term examination

Grades will be determined as follows:

	<u>% of Grade</u>
Interim project reports (written & oral)	10%
Quizzes	30%
Mid-term	25%
Final	25%
Class participation	10%

### **UNEXCUSED ABSENCES**

An unexcused absence from any quiz, examination, individual or group presentation of a special project report will result in a zero grade for that quiz, exam or presentation.

### **ATTENDANCE POLICY/EXCUSED ABSENCE FROM EXAM/TESTING ACCOMMODATIONS**

You will find that much of the material discussed during the class is not covered in the text. This coupled with the fact that class participation accounts for 10% of your grade,

should provide sufficient motivation for you to attend all classes. More than **three** cuts during the semester will result in a close review of your academic standing in the class and further action, should it be warranted. ***Should you miss a class, you are responsible for contacting a fellow student or me to insure that you are prepared for the next class you attend.***

***If you have an excused absence, you will have 24 hours in which to take a make-up exam. If you have an accommodation for taking a test, you must take the test at the same time the test is being given in class.***

## **LATENESS**

As a future business person, you are expected to conduct yourself in a professional manner. Unexcused lateness will be viewed as a cut.

## **ACADEMIC HONESTY**

Anyone found cheating will fail the course and the incident will be reported to the academic dean. See the student handbook regarding academic honesty. Remember, plagiarism is cheating. See the pages devoted to plagiarism in this syllabus.

## **SEMESTER PROJECT AND INTERIM REPORTS**

The semester project will be the thorough investigation of an assigned country to determine if, as an executive of an American headquartered company, will market Vitamin enriched fruit juices in the country your team has been assigned.

Interim Report #1 Will include a discussion of the social and cultural aspects of your country. This will include characteristics such as religion, language, education, size of population, education, income, economic/social classes, a breakdown of population by age, literacy rates, and consumer behavior (shopping patterns, where people shop, etc.). This should include relevant statistical data, such as GNP, population growth projections, population density, gender ratios, and income distribution. Also, to be included is a discussion on **sustainable economic development in your country.**

Interim Report #2 Will cover political and regulatory environments of your project country, including type of government, legal system, attitudes and laws regarding foreign trade, trading restrictions, currency and ownership restrictions, political risk assessment, and attitudes towards America, Americans, and American businesses.

Final Report Will discuss strategies for entering the market, distribution systems to be employed, communications strategies and examples of ads, promotional tools and media to be used in marketing your fruit

drinks. The rationale behind your marketing strategies should be supported by the data you have collected and reported during the course of the semester.

Also included in your final report will be revised interim reports #1 and #2.

***Interim and final reports will be typed double spaced, with only one type font throughout the report and contain no spelling or grammatical errors. Interim reports may be either stapled or placed in a binder. Reports will not be accepted if they are not stapled or placed in a binder and points will be deducted from the grade. The final report will be submitted in a binder.***

## **TEAM MEMBERSHIP AND PARTICIPATION**

Students must make every effort to work in the assigned group. This is part of your professional training as to how to function in traditional business environments. At the conclusion of the semester, you will grade each of your teammates on their contribution to the team. This will become part of your team mates final grade.

In the event that every effort has been made to work as a team and one or more members have not made a contribution to the team project after repeated efforts to involve that member, the team may elect to dismiss (fire) a team member. A “them vs. us” mentality MUST NOT be created. It is more a mutual understanding that one or more team members have not contributed to the team effort. The procedure to dismiss a team member is as follows:

- It must be clearly stated that the team member(s) has not contributed to the team project.
- The student(s) to be fired understands and agrees that s/he has contributed nothing to the group
- It must be clearly stated and agreed that the student(s) to be fired understands that s/he will receive NO credit for past projects or future team projects, and the fired individual's grade will be adversely affected unless s/he makes up the past projects.
- The student(s) that agrees or consents to being fired has a maximum of two weeks to complete the past projects to receive credit. For future segments of the project, the student(s) may work alone or join another group to receive credit for future projects. The group the fired student wishes to join must be fully aware that the student was fired from a previous group. The group the student wishes to join must unanimously agree to admit the student.
- I am not a mediator and should be consulted only as a last resort. The objective of this process is for you to learn to work within a team. It is only when the team is deadlocked that I should be consulted.
- Included in this syllabus is a dismissal form that must be completed, signed, and submitted to me on or immediately after Interim Report #1 is presented.

## **COUNTRY ASSIGNMENTS**

Belgium

Greece

Iran

Korea

Morocco

Netherlands

Poland

South Africa

Syria

Thailand

The following schedule is provided for you to use as a guide in preparing for class. Should I find that students have not read the assigned material prior to coming to class, unannounced quizzes will be given.

### ASSIGNMENT SCHEDULE

<u>Date</u>	<u>Chapter to be read prior to class</u>	<u>Class activities</u>
Jan. 14	1	Course introduction and chapter review
21	2&3	Chapter review and discussion
28	4&5	Quiz—chapters 1-3 and chapter review and discussion
Feb. 4	6&7	Quiz—chapters 4-5 and chapter review and discussion
11	8	Interim Report #1—written and oral presentation and chapter review and discussion
18	9&10	Quiz—6-8 and chapter review and discussion
25	11&12	Chapter review and discussion
Mar. 4		Mid-term exam—chapters 9-12 in depth—chapters 1-8 from quizzes
11	Spring break	
18	13	Interim Report #2 written and oral presentation plus chapter review and discussion
25	14&15	
Apr. 1		Quiz—chapters 13-15 and Interim Report #3 oral and written presentations
8	16&17	Chapter review and discussion
15		
22		Quiz—chapter 16- and final project discussion
29		Final project oral presentations and written report due

Before turning in all interim and the final reports **you must submit each report to turnitin.com**. Your class ID is: 2553440 and the Password is: bus355. Attach the Originality Report you receive from turnitin.com to the report when submitting it to me on the due data. **Later reports will have points deducted from the grade.**

#### **YOUR DEVELOPMENT AS A PROFESSIONAL BUSINESS PERSON**

As part of any business course, you are expected to perform as a professional business person.

- ***Points will be deducted for any assignment handed in late, containing spelling or gross grammatical errors, or not stapled or in a binder.***
- Hats will NOT be worn in class except for extenuating circumstances, such as religious practices.
- If you carry a cell phone or pager, you are to have the audio signal turned off in class. You will not text message, receive nor make phone calls in class. If you do so, **your phone will be confiscated.**

APA STYLE ELECTRONIC FORMAT

<http://www.apa.org/journals/webref.html>

**Citing Email Communications**

It is possible to send an email note disguised as someone else. Authors are responsible for the accuracy of all references, which includes verifying the source of email communications before citing them.

Email communications from individuals should be cited as personal communications, as noted in APA's *Publication Manual* (4th ed., pp. 173-174). The format in text (personal communications are not cited in the reference list) is as follows: L. A. Chafez (personal communication, March 28, 1997).

**Citing a Web Site**

To cite an entire Web site (but not a specific document on the site), it's sufficient to give the address of the site in the text. Example:

- Kidpsych is a wonderful interactive Web site for children (<http://www.kidpsych.org>).

**Citing Specific Documents on a Web Site**

The citation for a Web document follows a format similar to that for print, with some information omitted and some added. Here are some examples of how to cite documents posted on APA's own Web site.

**An article from the journal *American Psychologist*:**

Jacobson, J. W., Mulick, J. A., & Schwartz, A. A. (1995). A history of facilitated communication: Science, pseudoscience, and antiscience: Science working group on facilitated communication. *American Psychologist*, 50, 750-765. Retrieved January 25, 1996 from the World Wide Web: <http://www.apa.org/journals/jacobson.html>

**An article from the *APA Monitor* (a newspaper):**

Sleek, S. (1996, January). Psychologists build a culture of peace. *APA Monitor*, pp. 1, 33. Retrieved January 25, 1996 from the World Wide Web: <http://www.apa.org/monitor/peacea.html>

**An abstract:**

Rosenthal, R. (1995). *State of New Jersey v. Margaret Kelly Michaels*: An overview [Abstract]. *Psychology, Public Policy, and Law*, 1, 247-271. Retrieved January 25, 1996 from the World Wide Web: <http://www.apa.org/journals/ab1.html>

It is important to give the date of retrieval because documents on the Web may change in content, move, or be removed from a site altogether.