SCHOOL OF BUSINESS DEPARTMENT OF MARKETING - COURSE TITLE: INTERNATIONAL MARKETING - COURSE CODE: BU MK IT 320 - 3 CREDITS

1. DESCRIPTION
This course expands on the main principles of marketing by both exploring the strategic implications of marketing in different countries and cultures and identifying specific marketing techniques and modifications necessary to accommodate cultural differences. Topics include: culture and business customs; political and legal factors; economic and technological development; marketing research and segmentation; marketing planning; and the international marketing mix. Prerequisites: Introduction to Marketing or equivalent.

2. OBJECTIVE
By the end of the course students should be able to:
- Research and analyze foreign market potential
- Develop an appreciation of various environments that influence international marketing: the risks and opportunities in economic, cultural, political, legal-regulatory, technological, and competitive forces
- Target the right consumer with the right product or service, comparing consumer differences and similarities across different markets
- Learn how advertising, promotion, sales-management, distribution, product marketing and pricing are influenced by the environments of international business.
- Make decisions regarding product launch planning and methods of market entry.
- Define issues, understand the decision-making framework related to marketing and product development mix, for example, adaptation vs standardization.
- Differentiate between and truly understand challenges involved in implementing International Marketing theory into real-life practical situations.
3. REQUIREMENTS
Pre-requisite: Intro to Marketing or equivalent

- Lectures are held in English.
- The first day of class introductions will be comprehensive so that the instructor understands the general background and characteristics of the students. Students are not required to answer all questions.
- Individual study of the notes, the readings, the handouts etc. at home is required after every lecture, at least on a weekly basis. On your lecture schedule you will find information on each meeting’s readings: a good pre-reading activity of the material is highly recommended to better follow in-class explanations.
- For the material you will need to type, please check the school computer facilities.
- No eating is allowed in class
- A responsible and active class participation is expected at all times and during all activities
- At all times cell phones must be turned off (both during lectures and visits).
- Students will be provided with terms and words used commonly in international marketing language.
- Please also consider important notes on attendance, participation and assignments (as described in pertinent paragraphs).

4. METHOD

The class format will consists of lectures, verbal presentations, individual and group assignments, video presentations, case study analysis, and discussion of controversial issues. We may also do debates on various issues. This class is designed to be challenging and rewarding and relies heavily on student input, involvement and participation to foster an enriching learning environment.

Students are expected to have read the chapters before class meetings.

There is emphasis on teamwork and group assignments involving case studies and oral presentations. In group assignments each student member is expected to make her/his contribution. Students are also encouraged to work individually and/or in teams exploring the Internet, online academic resources, as well as other databases related to the text book and class activities.

Students will be requested to periodically prepare short written assignments and verbal presentations on case studies and other selected topics.

Issues related to international business strategy and formulation will be discussed from time-to-time at the instructor’s initiative or by request of students. Students are also encouraged to suggest other topics and issues for discussion.

All quotes and sources must be referenced and the Internet should not be the only source of information (a document, for example, prepared by government agency that is available in hard copy and online, is NOT an Internet source)
5. TEXT BOOK – FURTHER READINGS

Required Course Textbook


Pre-ordered and available at Paperback Exchange, Via delle Oche 4R. Used copies are available at slightly more advantageous pricing on a first come-first served basis. Please cite the title of the course and the professor’s name when requesting the book (a copy of this title is also available at FUA Library, Via Corso Tintori 21). Each student must provide the text book for the successful completion of the course. Further material, handouts and notes will be eventually distributed to the students during the semester. Students should check Paperback Exchange's procedure for selling textbooks after the course if so desired.

Libraries in Florence
The school library is located in Corso Tintori 21. Please consult the posted schedules for official opening times, and note that the library is consultation only.

Students are also encouraged to take advantage of Florence’s libraries and research centers:

**Biblioteca Palagio di Parte Guelfa**
Located in Piazzetta di Parte Guelfa between P.za della Repubblica and Ponte Vecchio. Telephone: 055.261.6029. The library is open Monday thru Saturday. This library is open until 10:00pm during weekdays.

**Biblioteca delle Oblate**
Located in via dell'Oriuolo 26 (across the street from SQUOLA Center for Contemporary Italian Studies) Telephone: 055 261 6512. Please consult the website www.bibliotecadelleoblate.it for current opening times under “orario”.

**The Harold Acton Library at the British Institute of Florence**
Address: Lungarno Guicciardini 9. For opening times and student membership information: www.britishinstitute.it/en. This is a fee-based membership library.

6. VISITS – TRIPS

N/A

7. MATERIAL LIST
8. ADDITIONAL FEES:
N/A

9. EVALUATION – GRADING SYSTEM
Final Grade Breakdown

Students will be assessed on the following basis:

<table>
<thead>
<tr>
<th>ASSESSMENT CRITERIA</th>
<th>WEIGHTING</th>
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<tbody>
<tr>
<td>Class Attendance</td>
<td>10%</td>
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<tr>
<td>Class Participation &amp; Homework</td>
<td>20%</td>
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<tr>
<td>Group work Project</td>
<td>30%</td>
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<tr>
<td>Quiz and Essay Questions</td>
<td>10%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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<tr>
<td>TOTAL</td>
<td>(100%)</td>
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A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION
Academic integrity and mutual respect between instructor and student are central to our academic policies. This is reflected in the attendance policy. Class attendance is mandatory and counts towards the final grade.

Two delays will be considered as one absence. It is always the student's responsibility to know how many absences they have in a course.

After the **first absence** your attendance and participation grade will be impacted.

After the **third absence** the instructor may lower the final grade by one letter grade. (Example: Final grade average 90% A - will become a B – on the grade report).

**After the fourth absence you will receive an automatic failure. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.**

It is the student's responsibility to know how many absences they have in a course. If you are in doubt, talk to your instructor!
**Late Arrival and Early Departure**
Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

**Travel** (or delays due to travel) is NEVER an excuse for absence from class.

**Class policy**
Be respectful of your classmates, do not use of cell phones during class, no eating snacks, drinking beverages (apart from water), sleeping, or inappropriate behavior toward fellow students or the instructor will not be tolerated. Students who persist in such behavior would be asked to leave the class and marked absent for the session. Persistent disruptive behavior will affect student’s participation grade.

Please contact me immediately if you have any question or are confused about any given assignment, feedback or aspect of the course.

**11. EXAMS/ASSIGNMENTS**
*Note: the date and time of the exams cannot be changed for any reason*

Homework and daily assignments are compulsory for students. They count for 20% of the final grade.

**Group work Project:**
The final project counts for 30% of your final grade.

The project consists of conducting international market research in order to come up with an international marketing plan for an Italian company, brand, product, event, etc. that will be assigned you by the instructor.

Students will be required to propose their international marketing plan during 10-15 minute presentations followed by a brief discussion (5mins approx.). The presentations will help students boost confidence, adaptability, communication and team working skills. Presentations should be carried out with either PowerPoint, Prezi. Each final project should enclose also a paper of at least 5000 words, typed and double spaced, that will be provided to the instructor by the week before the final exam.

**Mid-Term Exam:**
They will consist of multiple choice, short-answer and essay questions and will cover course material studied: reading from text-handouts-other sources, lectures, case studies, issues discussed and videos. Quizzes and essay questions are held during regular class time. **Time and day may not be modified for any reasons. No show on day F= 0 credit. Please organize your personal schedule accordingly.**

**Final exam:**
Content: Not cumulative. It covers course textbook material, handouts, class lectures, case studies, controversial issues, current events and other material discussed in class, including videos.

- **Part I:** Essay questions
- **Part II:** Presentation and Discussion of the Group work Projects

Final Exams are held at the regular class time. **Time and day may not be modified for any reasons. No**
show at exam F= 0 credit. Please organize your personal schedule accordingly.

### 12. LESSONS

Please consider that the contents of individual classes may be changed throughout the course according to the class’s progress. *Though no field trips are planned, if the occasion arises we may make an external visit during class time*

<table>
<thead>
<tr>
<th>Lesson 1</th>
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<tbody>
<tr>
<td><strong>Presentation of the Course; Introduction to the Class Syllabus. Information on Assignments and Exams.</strong></td>
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<tr>
<td><strong>Lecture:</strong> Introduction to the Scope and Challenge of International Marketing: benefits, challenges facing international business, progression of becoming a global market</td>
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<tr>
<td><strong>Objectives:</strong> Get to know each other, understand the academic plan for the semester and understand key principles of international marketing</td>
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<td><strong>Videos:</strong> Globalization, You’re Living it</td>
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<tr>
<td><a href="http://www.youtube.com/watch?v=g2Sej7F61U8&amp;feature=fvwrel">http://www.youtube.com/watch?v=g2Sej7F61U8&amp;feature=fvwrel</a></td>
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<tr>
<td><strong>Homework:</strong> Read Chapter 1: <em>The Scope and Challenge of International Marketing</em> (Ghauri &amp; Cateora, 2010) and Chapter 11: <em>International Market Entry Strategies</em> (Ghauri &amp; Cateora, 2010)</td>
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<th>Lesson 2</th>
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<tr>
<td><strong>Lecture:</strong> Introduction to the concept of marketing within an international environment and concept of internationalization/globalization: export, licensing, international sales agents or distributors, delocalization of production, strategic alliances, joint ventures, foreign subsidiaries, foreign manufacturing and distribution centers, etc.</td>
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<tr>
<td><strong>Objectives:</strong> To have a general understanding of the dynamics of marketing strategies within an international environment</td>
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<tr>
<td><strong>RFTL:</strong> Chapter 1: <em>The Scope and Challenge of International Marketing</em> (Ghauri &amp; Cateora, 2010) and Chapter 11: <em>International Market Entry Strategies</em> (Ghauri &amp; Cateora, 2010)</td>
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<tr>
<td><strong>Homework:</strong> Read Chapter 3 &amp; 4: <em>Geography and History: the foundation of cultural understanding; Cultural Dynamics in International Marketing</em> (Ghauri &amp; Cateora, 2010)</td>
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<th>Lesson 3</th>
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</table>
**Lecture:** The importance of culture dynamics in international marketing: Values, customs, traditions, beliefs, religions, rituals, artefacts or tangible symbols of culture, subcultures and organizational cultures.

**Objectives:** To understand the impacts of culture on international marketing.

**RFTL:** Chapter 3 & 4: *Geography and History: the foundation of cultural understanding; Cultural Dynamics in International Marketing* (Ghauri & Cateora, 2010).

**Homework:** Read Chapter 6: *International Political and Legal Environment* (Ghauri & Cateora, 2010)

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**Lesson 4**


**Objectives:** To understand key challenges and opportunities that are found in political and legal environments.

**RFTL:** Chapter 6: *International Political and Legal Environment* (Ghauri & Cateora, 2010)

**Homework:** Students will work in groups to prepare a deep analysis of the external environment dimensions (economic, socio-cultural, technological, political/legal) of a specific country (assigned by the instructor). Group projects will be presented in class the next lesson; Read Chapter 7: *Researching International Markets* (Ghauri & Cateora, 2010) & Chapter 8: *Emerging markets and Market behavior* (Ghauri & Cateora, 2010)

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**Lesson 5**

**Lecture:** Students will present their group projects about the international external environment. Content of the theoretical lecture will be the concept of market segmentation; analytical variables to segment target markets (age, gender, education, professional position, behaviors, life style, etc.); Methods to research international market (primary and secondary data).

**Objectives:** To gain insight about the concept of global and emerging market and the differences among people’s behaviors, attitudes, feelings, culture, etc.

**RFTL:** Chapter 7: *Researching International Markets* (Ghauri & Cateora, 2010); Chapter 8: *Emerging markets and Market behavior* (Ghauri & Cateora, 2010).
**Video:** McDonalds: Segmentation, Targeting, and Positioning  

**Homework:** Select a list of reliable websites that will be the main source of information to segment your target market by doing online marketing research. Groups topics will be assigned by the instructor.

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<thead>
<tr>
<th>Lesson 6</th>
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<tbody>
<tr>
<td><strong>Lecture:</strong> Students will work in class on their Group assignment. Analysis and selection of a target market by gathering data and information through online websites.</td>
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<tr>
<td><strong>Objectives:</strong> To understand the importance of market segmentation via online market research</td>
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<tr>
<td><strong>RFTL:</strong> Chapter 7: <em>Researching International Markets</em> (Ghauri &amp; Cateora, 2010)</td>
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<td><strong>Homework:</strong> Revise for the Mid Term Exam</td>
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<tr>
<td><strong>Lecture:</strong> Mid Term Exams: Quiz, Short-answer Questionnaires and Essay Questions</td>
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<tr>
<td><strong>Homework:</strong> Read the paper “Spark innovation through empathic design”, <em>Harvard Business Review</em> (Leonard D., Rayport J. F., 1997) that will be provided by the instructor to the students.</td>
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| Lesson 8 MIDTERM BREAK |

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<th>Lesson 9</th>
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<tr>
<td><strong>Lecture:</strong> Market analysis by using primary data; qualitative methodologies of analysis (focus group, brainstorming, ethnographic observation); introduction to the “customator” methodology</td>
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<td><strong>Objectives:</strong> To understand the importance of gaining customer insight as a strategic base to plan the entry of your products/services in a new international market</td>
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<tr>
<td><strong>Homework:</strong> Working in teams, students do ethnographic field study of people downtown Florence (try to choose foreign people). Using pictures or video cameras, teams observe their subjects doing activities such as shopping, practicing sports, reading and studying, using new media (tablet, notebook, mobile phones, etc.) and so on.</td>
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**Lesson 10**  

**Lecture:** Each team will work to build in class the “user scenario”. Make sure to bring in class as many magazines of all kinds as you can. You will cut lots of pictures to use to assemble a collage that visually captures the essence of your customator. 30 minutes presentation of each group work assignment about the analysis and segmentation of customers, matching the online research results with the ethnographic observation.  

**Objectives:** To learn from each other’s presentations and class revision. The presentations will increase your confidence, creativity and communication skills.  


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**Lesson 11**  

**Lecture:** The Importance of the Right Product for International Markets and Global Price Positioning  

**Objectives:** To understand how getting the right product and price for your market is key.  


**Video:** Starbucks: Building Relationships  

**Homework:** Students in groups will develop a new concept of a product to be launched in a new market (product typologies will be assigned by the instructor). Read Chapter 19: *International Promotion and Advertising* (Ghauri & Cateora, 2010).  

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**Lesson 12**  

**Lecture:** Global Communication and Promotion. Key issues that international marketers need to take into account when promoting products or services in overseas markets. Media and new media tools, unconventional and guerrilla marketing, product placement.  

**Objectives:** To understand issues and opportunities concerned with advertising and promotion of international marketing.  

**RFTL:** Chapter 19: *International Promotion and Advertising* (Ghauri & Cateora, 2010)  

**Links:** *International Advertising Mistakes*, [http://www.takingontobacco.org/intro/funny.html](http://www.takingontobacco.org/intro/funny.html)  

**Homework:** Read Chapter 17: *International Distribution and Retailing* (Ghauri & Cateora, 2010).
**Lesson 13**

**Lecture:** Distribution and Supply Chain Management.

**Objectives:** To understand how distribution and supply chain management is crucial to international marketing.

**RFTL:** Chapter 17: *International Distribution and Retailing* (Ghauri & Cateora, 2010) and the case study

**Videos:** New Balance: Managing Supply From US and Overseas  

**Links:** Cross Cultural Communications with India:  

**Homework:** Revision for the group work projects

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**Lesson 14**

* **Group work assignment final presentation**

**Lecture:** Revise and adjust the group work projects that will be presented for the final exam

**Objectives:** The presentations will increase your confidence, creativity and communication skills.

**RFTL:** N/A

**Videos:** N/A

**Links:** N/A

**Homework:** Revision for final exam

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**Lesson 15**

**Lecture:** Final Exam: Multiple Choice, Short-answer questionnaire and Essay questions (1,30 hour) and Presentation and Discussion of the Group work Projects (1 hour)

**Objectives:** To show an understanding of International Marketing from what was learnt in and out of the classroom.
<table>
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<tr>
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<tbody>
<tr>
<td>RFTL</td>
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<td>Homework</td>
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