COURSE TITLE: INTERNATIONAL MARKETING
COURSE CODE: BU MK IT 320
SECTION: 201
SPRING 2011

3 semester credits (45 lecture hours)
Class Meetings: Friday from 9.00-11.30 am
Instructor: Dr. Martine HARVEY
Instructor Availability: Available to see students individually after class by appointment
Contacts: Email martinecana@yahoo.com
Facebook marielouisemartinelapointe

1. DESCRIPTION
This course expands on the main principles of marketing by exploring the strategic implications of marketing in different countries and cultures; identifying specific marketing techniques and modifications necessary to accommodate cultural differences. Topics include: global marketing, marketing planning, segmentation, culture and business customs, political and legal factors and restraints, economical and technological development and the international monetary system.

2. OBJECTIVE
It is the objective of this course to teach students the basic concepts of International Marketing. Students will develop knowledge and skills related to:

· Analysing foreign markets potential.
· Developing an appreciation of various environments that influence international marketing: the risks and opportunities present in the economic, cultural, political, legal and regulatory, technological, ethical, financial, and competitive forces that affect the marketing activities.
· Comparing consumer differences and similarities across different markets.
· Learning how the various aspects of marketing (advertising, promotion, sales and sales management, distribution, product marketing, and pricing) are influenced by the environments of international business.
· Decision making regarding methods of market entry.
· Defining issues related to marketing mix (adaptation V standardisation).
· Developing an appreciation of social, political, economic, legal and regulatory, technological, ethical, global, and competitive forces that affect the marketing activities.
· Gaining a broader understanding and appreciation of the many different cultures and the world in which we live.
· Learning about international geography and global current events and their impact on international marketing.

3. REQUIREMENTS
· Pre-requisite: Intro to Marketing or equivalent.
Lectures are held in English.

A questionnaire is distributed on the first day of class to inform the instructor about 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.

Students will be asked to research, read and study quite often at the School Library. Please make sure you are familiar with it (know how it works, opening and closing times, facilities, etc.) from the very start of the course.

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.

Cell phones must be turned off during lectures.

Please also consider important notes on attendance, participation and assignments (as described in pertinent paragraphs).

4. METHOD
Classes will be conducting using lectures, case studies, videos, simulation exercises, in-class activities, role play, class discussions, and class participation. Relevant Chapters of the textbook, articles, cases and assigned international business news articles should be read prior to class discussions. Open classroom discussions about current international events are also important part of this class. Students’ questions and viewpoints are encouraged and appreciated (and rewarded).

5. TEXT BOOK – FURTHER READINGS – INTERNET RESOURCES

** Students are strongly encouraged to register at the Website and online learning centre: http://www.mcgraw-hill.co.uk/textbooks/ghauri/ to have online access to quizzes, key terms, glossary, etc.

The book is pre-ordered and available for Euro 69.95, at PAPERBACK EXCHANGE, Anglo-American Bookshop, Via delle Oche 4/r, Florence, Tel: 055 293460. Please cite the title of the course and the professor’s name when requesting this book (a copy of this title is also available at FUA Library). Each student must provide the textbook for the successful completion of the course.

FURTHER SUGGESTED READINGS:
Further material, handouts and notes will be eventually distributed (or send by email) to the students during the semester.

In addition, students are expected to read international and European news that appears in the following useful magazines and newspapers:
- Business Week (American magazine), world-wide of business matters; http://www.businessweek.com/
- The Economist (British Weekly magazine), very strong in the field of economics. It can help notably on company external relations and forecasting; http://www.economist.com/
- The Wall Street Journal (American daily newspaper), deals with day to day information on financial, economics, management, and business; [http://www.wsj.com/](http://www.wsj.com/)
- The Financial Time (British daily newspaper), very good for day to day information on management, business, and economics. [http://www.ft.com/](http://www.ft.com/)

These readings provide an additional benefit of bringing the terms and theories that students learn about in this course “to life”.

**INTERNET RESOURCES:**

International Marketing Internet sites of interest:

- [http://culturespan.blogspot.com/](http://culturespan.blogspot.com/) (Intercultural Communication)
- [http://www.worldculture.com](http://www.worldculture.com) (web of culture)
- [http://www.gamma.sil.org/ethnologue/](http://www.gamma.sil.org/ethnologue/) (culture and Languages)
- [http://www.going-global.com](http://www.going-global.com) (Going-Global)
- [http://www.foreignaffairs.org/envoy/](http://www.foreignaffairs.org/envoy/) (Foreign Affairs)
- [http://www.businessmonitor.co.uk/](http://www.businessmonitor.co.uk/) (Business Monitor on Line)
- [http://www.eiu.com/](http://www.eiu.com/) (The Economist Intelligence Unit)
- [http://euromonitor.com/](http://euromonitor.com/) (Euromonitor)
- [http://www.whitehouse.gov/fsbr/esbr.html](http://www.whitehouse.gov/fsbr/esbr.html) (Economic Statistics Briefing Room)
- [http://lexmercatoria.net](http://lexmercatoria.net) (International Laws)

Other useful websites:

- [http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no) (US Country Commercial Guides)
- [www.research-sources.com](http://www.research-sources.com) (Research Sources)
- [http://www.braziltradenet.gov.br/](http://www.braziltradenet.gov.br/) (BrazilTradeNet)
- [http://www.tatagroup.com](http://www.tatagroup.com) (TATA Group)

**LIBRARIES IN FLORENCE**
Students have access to the school library located on the first floor of Corso Tintori 21. Please consult the posted course schedules for official opening times. Please note that both libraries are consultation only and thus it is not possible to remove texts. It is possible to make photocopies (fee-based).

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

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

**Biblioteca delle Oblate**
Located in via dell'Oriuolo 26 (across the street from SQUOLA Centre for Contemporary Italian Studies) Telephone: 055 261 6512. Please consult the website http://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: http://www.britishinstitute.it/en. This is a fee-based membership library.

6. VISITS - TRIPS
N/A

7. MATERIAL LIST
Textbook Euro 69.95.

8. ADDITIONAL FEES
N/A

9. EVALUATION - GRADING SYSTEM
Final Grade Breakdown
Students will be assessed on the following basis:
Class attendance 5%
Class participation 5%
Mid-term exam (MARCH 18) 25%
ASSIGNMENTS (3 assignments: n° 1/10%; n° 2/20% n° 3/10%) 40%
Final exam (MAY 13) 25%
TOTAL 100%
Please note that a detailed explanation of the above is found in Section 11 (Assignments, Term Papers and Exams).

Grading Scale
A = 100 – 93%  A- = 92 – 90%  B+ = 89 – 87%  B = 86 – 83%  B- = 82 – 80%
C+ = 79 – 77%  C = 76 – 73%  C- = 72 – 70%  D = 69 – 60%  F = 59 – 0%

10. ATTENDANCE - PARTICIPATION
Institutional Attendance Policy: Academic integrity and mutual respect between instructor and student are central to a positive and productive learning experience. This belief is reflected in the attendance policy. Attendance will be taken at the start of every class. Attendance is mandatory for all class meetings. Absence from class will negatively impact the final grade.
• **One to Two Absences**: Will result in lowering of the Participation and Final Grade as per the grading system.

• **Three Absences**: Will result in the final grade being lowered one full letter grade. (Example 90% / A – will become 80% / B -)

• **Four Absences**: Will result in an “automatic failure”.

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, distractive behaviour such as casual talk among students, use of cellular phones and pagers (Cell phones and pagers should be turned off for the entire duration of the class period), eating snacks, drinking beverages, sleeping, or inappropriate behaviour toward fellow students or the instructor will not be tolerated. I have the right and the responsibility to maintain a classroom free of such distractions. Students who persist in such behaviour would be asked to leave the class and marked absent for the session. Persistent disruptive behaviour will affect student’s participation grade.

**Academic Integrity**
Cheating, plagiarism and/or other forms of academic dishonesty will not be tolerated.

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

- **ASSIGNMENT 1** (counts for 10% of the final grade course) **DUE: Feb. 18 + Oral presentation**
  “The Passeggiata downtown Florence” (fieldwork observation)\(^1\)

Spend some times simply wander around downtown (“Centro storico”) Florence to observe people (tourists, business people, students, clients, citizens…) and the different stores (high fashion, antiques, jewellery, artisans, etc...) in the are. Choose 3 stores and try to cover the following aspects:

- The location.
- The brand/Articles on promotion/Sales.
- Display/Fashion trends/Promotions/Billboard/Guerrilla Marketing.
- Direct selling/Impersonal communication (Sales associates): What differences did you observe in term of greetings, verbal and non verbal communication, use of space/distance, etc.).
- Customer services in general
- Market segmentation (young people, adults, women, kids, etc.).

Write down your observations (from the surroundings and the shopping experience) and compare them with the way you typically communicate when you are shopping in your home country (1 typed page with single-spaced – maximum length: 500 words).

A **handout** will be provided to students to have a view from the field.\(^2\)


- ASSIGNMENT 2

“What's-up?” (counts for 20% of the final course grade) DUE: March 4 + Oral presentation

Examples of international marketing principles covered in this course can be found in many business and academic publications. The students will seek out a current article that addresses a marketing issue related to the class. Each student may choose any relevant current event or discussion from newspapers, magazines or specialized websites that they feel is applicable to the course.

Students will be required to select, write and submit two short reading summaries. Each reading summary should be 1 typed page with single-spaced and include:
1) A brief summary of the key points of the article.
2) A discussion of the how this article relates to a key concept examined in this course (at least 2 references/quotes from the textbook) and implications for global marketing practitioners.
3) A personal evaluation or critiques to the article, based on the marketing perspective that the student has gained during the course.
4) Students must write all their sources (website URL address, name of the publication, date, page, year, and author), and follow an editing style (MLA or APA) (Max length for each summary: 500 words).
5) Students will be presenting their findings on MARCH 4 (oral presentations).

- ASSIGNMENT 3

“Made in Italy?” (counts for 10% of the final course grade) DUE: April 15 + Oral presentations

Choose one brand and trace the country of origin (Made in Italy…Made in Japan…) and the level of adaptation that has been done between its marketing in the country of origin and your country.
1) What does the term “country of origin” effect means?
2) Explain why these adaptations have been done.
3) What is the relationship between the country of origin effect and consumer ethnocentrism?(Ch.4+12).
4) Add some examples (ex. photos taken from internet sites) to illustrate the differences.
5) Write-up your findings in a 1 typed page with single-spaced (Maximum length: 500 words).
6) Students will be presenting their findings on APRIL 15 (oral presentations).

Country of origin effect can be defined as any influence that the country of manufacture has on a consumer’s positive or negative perception of the product. For instance, Levi’s ads in Indonesia show teenagers cruising around Iowa in convertibles whereas in the UK Levi’s ads emphasise being an all American hero. In contrast the Brazil market is strongly influenced by fashion trends and thus the advertisements in the country focus on Levi’s ads in Paris. Such adaptations in advertisements and promotion define the consistent positioning of Levi’s across markets. Coca-Cola is a global brand but the product itself is adapted according to local tastes.

- MID-TERM EXAM counts for 25% of the final course grade. It will take place in class on FRIDAY, MARCH 18

Mid term exam will cover course textbook material, hand outs, class lectures, controversial issues discussed in class, and Supplemental videos viewed in class. Mid-term exam will be primarily multiple choice questions, and essay/short essay questions. Remember that the dates of the exam can NOT be changed for any reason, so please organize your personal schedule accordingly.

FINAL EXAM counts for 25% of the final course grade. It will take place in class on FRIDAY, MAY 13.

Final exam is cumulative and will cover course textbook material, hand outs, class lectures, controversial issues discussed in class, and Supplemental videos viewed in

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3 Examples of brands: Gucci, Zara, H&M, Pepsi, Coke, IPod (Apple), L’Oréal, Nike, Adidas, Wal-Mart, Barilla, Sorel, Bombardier, Gap, Louis Vutton, Frey Wille, Stefanel, Sisley (Group Benetton), Bros, Diesel etc.
class. The format of final exam is the same as mid-term exam. Remember that the dates of the exam can NOT be changed for any reason, so please organize your personal schedule accordingly.