

ST. THOMAS UNIVERSITY
School of Business

MAR 4156-170
International Marketing Analysis
Fall - 2017

Instructor: Justin Peart PhD.

Office: O'Mailia Hall 116

Office Hours: 1:35pm – 5:55pm Monday
12:10pm – 4:45pm Wednesday
4:00pm – 5:55pm Thursday or by appointment.

Email: jpeart@stu.edu

Phone: (305) 628-6602

Class Time: Monday: 12:15pm – 1:30pm

Classroom: O'Mailia Hall 11

REQUIRED TEXT: Warren Keegan (2013), Global Marketing Management, 6th ed., Pearson. ISBN: 978-0136157397

SUPPLEMENTAL Reading/Web Sites/TV: The Economist, The Wall Street Journal, Bloomberg Business Week, CNN, CNBC, Fortune, Time, Financial Times.

COURSE DESCRIPTION: Analysis of the structure of international markets. Study of the environmental factors affecting international marketing opportunities, threats and strategies. Application of the principles of marketing and marketing management on a global scale. Investigation of market potential all around the world, taking into consideration differences between developed and developing countries. Examination of evolving global changes and their impact on global marketing entry strategies. Analysis of elements of the marketing mix in the global marketing context compared to the domestic marketing environment.

PREREQUISITES: MAR 3023 recommended

LIBRARY USE/INFORMATION LITERACY ASSIGNMENT: Write a 5 page research paper on the recent developments (within the last 2 years) in the global business environment. A minimum of 4 references are required. Utilize library resources to find appropriate international business journals and international business magazines. Learning outcomes: Increased appreciation of the changing business environment. Development of skills in writing research papers.

STUDENT LEARNING OUTCOMES AND ASSESSMENT

Course Student Learning Outcomes and Assessment:

- To develop an overall appreciation for the importance of international marketing in today's dynamic, interdependent global environment.
- To identify and examine the components of international marketing strategy and options available to marketing personnel.
- To identify and examine variables in the global environment that should be analyzed before designing international marketing strategy.
- To develop an understanding of which international marketing strategy options are appropriate under various global environmental conditions.
- To develop an understanding of the increased role of information technology in international marketing.
- To develop an appreciation for the diverse cultures in both the international environment and the domestic environment of the United States.
- To analyze international marketing cases and develop strategic solutions.
- To write research papers.
- To design and develop an international marketing plan for a company or organization with operations in a foreign country.

CLASS ASSIGNMENTS (Subject to change):

August 21: Course Introduction and Overview

August 28: Chapter 1: Introduction to Global Marketing

Chapter 2: The Global Economic Environment

September 4: Labor Day. No Class

September 11: Chapter 3: The Political, Legal, and Regulatory Environments of Global Marketing

September 18: Chapter 4: The Global Cultural Environment

Chapter 5: Global Customers

September 25: First Exam: Chapters 1 - 5

October 2: Chapter 6: Global Marketing Information Systems and Research

Chapter 7: Segmentation, Targeting, and Positioning

October 9: Chapter 8: Global Entry and Expansion Strategies

1st Case Analysis due

October 16: Chapter 9: Competitive Analysis and Strategy

Chapter 10: Product Decisions

October 23: Second Exam: Chapters 6 – 10

October 30: Chapter 11: Pricing Decisions
 Chapter 12: Global Marketing Channels

November 6: Chapter 13: Global Integrated Marketing Communications
 Chapter 14: Global Organization and Leadership: Managing the Global Marketing Effort

November 13: Chapter 15: Global Corporate Social Responsibility and Environmental Sustainability
 Chapter 16: The Future of Global Marketing

November 20: International Marketing Group Project Presentations

November 27: International Marketing Group Project Presentations

December 4/6: Third Exam: Chapters 11 - 16. International Marketing Group Papers due.

METHOD OF EVALUATION:

Three Multiple Choice Exams (10% each)	30%
Two Case Analyses (10% each)	20%
International Marketing Research Paper	10%
International Marketing Group Project Paper (Written)	10%
International Marketing Group Project Paper (Presentation)	10%
Class Participation	5%
On-Line Discussion Participation	15%

GRADING SYSTEM:

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+ = 67 - 69
 D = 60 - 66
 F = 59 and less

STUDENT REQUIREMENTS/RESPONSIBILITIES:

- A. Student Attendance Expectations: Students are expected to attend all class meetings. Absence from more than **two** class sessions may result in a penalty in the class participation portion of the final grade.

B. Cell phones and other electronic devices are to be turned off or put on the “vibrate or “silent” mode while in class.

C. Students are asked to refrain from academic dishonesty:

“Academic dishonesty is considered to be the representation of another’s work as one’s own, either directly or through complicity in falsification; cheating; plagiarism; facilitating academic dishonesty; or infringing on academic rights of others. Instructors show responsibility toward the prevention of academic dishonesty by explaining to students what constitutes academic dishonesty within the particular requirements of a course.”

INTERNATIONAL MARKETING PAPER (20 pages typed, double-spaced): In order to increase intercultural knowledge, students are to work in groups of **three or four** to develop an original marketing plan for a product in the foreign country of their choice.

Table of Contents: Make a list of the main topics being addressed.

Introduction: Give an overview of the product and the country and reasons for choosing them based on marketing research.

Customer Analysis: Describe the customers and needs that exist; analyze characteristics of the target market and utilization of segmentation strategy that may be suitable based on particular dimensions.

Environmental Analysis:

Physical/Natural Characteristics: Geography, Topography, Climate, Fauna and Flora.

Population Characteristics: Ethnic Groups, Literacy, Age Distribution, Life Expectancy

Cultural Characteristics: Languages, Festivals, Religions, Traditional Arts and Crafts, Gastronomy.

Political/Economy Characteristics: Government, GDP per capita, Debt Level, Major Industries, Major Trading Partners.

Infrastructure Features: Transportation, Medical and Emergency Care, Telecommunications, Internet Usage, Utilities.

Show how these factors are different in the foreign country and how they influence the marketing of your product.

Competitor Analysis: Describe potential competitors; develop techniques for coping with competitors (strategies and barriers) and gaining competitive advantage; implement an appropriate positioning strategy; capitalize on a breakthrough opportunity that increases the probability of success for your product.

Marketing Strategy: Decide on standardization versus adaptation when applying the marketing mix (the four Ps).

Product - specifications, types, customer service, packaging, branding issues.

Place - distribution methods, channel structure.

Promotion - promotion mix to meet desired objectives: advertising, public relations, publicity, sales promotion, personal selling.

Price - pricing strategy used to increase the likelihood of success: suggested prices, price inflation, pricing flexibility decisions depending on the environment and competition.

Financial Information: Propose budgets/income statements for the first three years of operation.

*******SPECIAL NOTE*******

You are to fully utilize the following library business resources in your research project. The library staff is able, ready and willing to assist you with your research.

ABI Inform, Infotrac, Marketshare Reporter, Encyclopedia of major marketing campaigns, World's Business Directory, Hoover's Business Data, U.S. Industry and Trade Outlook.

INTERNATIONAL MARKETING PAPER PRESENTATION: All members of each group are required to participate in the presentations that will take place during the later class sessions. This includes the use of Microsoft Power Point.

CASE ANALYSES (3-4 pages typed, double-spaced): Due dates are indicated in the syllabus.

CLASS PARTICIPATION: Impromptu class exercises, discussions and assignments.

ON-LINE DISCUSSION PARTICIPATION: International Marketing discussion topics will be posted on the discussion board of the Canvas class website during the semester. Students will earn credit for participating in the discussion of each topic.

COURSE EVALUATION DATES:

GENERAL EMERGENCY MANAGEMENT RESPONSIBILITIES:

Students are responsible for familiarizing themselves with emergency plans, procedures and evacuation routes in the buildings they use frequently. Emergency plans and procedures are accessible through the Emergency Management portal of the St. Thomas University website at <http://www.stu.edu/emergency>. Students are responsible for maintaining their contact information for STUALERTS! To maximize the University's capability to notify them of a life threatening emergency and issue appropriate protective actions. Information regarding STUALERT! Is accessible through the STUALERT! Portal of the St. Thomas University website at <http://wens.stu.edu/> or students can register by texting their appropriate status (i.e. either STU Commuter or STU Resident) to 69310.

S.O.C.R.A.T.E.S. Tutoring Center: The Student Oriented Center for Retention through Tutoring and Educational Services is located on the *second floor* of the University Library in the C-lab. The tutoring center provides assistance for currently enrolled students who need or desire help in a subject matter (courses/subject) in which they are enrolled in. For up-to-date tutors' schedule and list of courses tutored, students can login to MyBobcat and click on the *Tutoring folder*. For additional information students can call 305-628-6797 or email tcpullen@stu.edu.