

International Marketing

UNH Course Code: MKT320

Subject Area(s): Marketing, Business

Level: 300

Prerequisites: Introduction to Marketing

Language of Instruction: English

Contact Hours: 45 hours

Recommended Credits: 3 credits

Description:

The task of international marketing is complex enough when the company operates in one foreign national market. It is much more complex when the company starts operations in several countries. Globalization is the growing interdependence of national economies-involving primarily customers, producers, suppliers and governments in different markets. Global marketing therefore reflects the trend of firms selling and distributing products and services in many countries around the world.

It is associated with governments reducing trade and investment barriers, firms manufacturing in multiple countries and foreign firms increasingly competing in domestic markets.

Marketing programmes must in these situations, adapt to the needs and preferences of customers that have different levels of purchasing power as well as different climates, languages and cultures.

Learning Objectives:

By the end of the course the students will be able:

- 1) To categorize the environment variables that influence international marketing.
- 2) To compare the more typical management decisions and problems faced, highlighting those peculiar to the international arena.
- 3) To develop the strategies and tactics that can lead to successful international marketing given those environmental constraints.
- 4) To conceptualize problems on strategy and International Marketing
- 5) To establish how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations.
- 6) To evaluate how the separate functional tasks leading to the implementation of an effective international marketing plan.

Instructional Format:

- 1) In-Class lecture and discussion.
- 2) Independent Outside-reading.
- 3) Case Study.
- 4) Students presentation
- 5) Field Study Visits.
- 6) Business Films and Documentary.
- 7) Research
- 8) Group exercises

After an introduction aimed at providing the theoretical knowledge needed, classes are intended to be practical.

Participants are required to read the materials related to the class and to prepare cases prior to coming to class.

Classes will consist of a lecture by the instructor, to be followed by a discussion of the main topics and the assigned case.

Main points about the materials and all doubts brought up by the students will be addressed by the instructor during the class.

FORMS OF ASSESSMENT:

10% Class Participation

20% Oral Presentation

20% Case Presentation

25% Mid-Term Exam

25% Final Exam

Class Participation:

When determining your class participation grades, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation. Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect. The instructor will use the following specific criteria when calculating your class participation grade:

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	A+ 9.70-10.00
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	A-/A 9.00-9.69
You make useful contributions and participate voluntarily, which are usually based upon some reflection and familiarity with required readings.	B/B+ 8.40-8.99
You make voluntarily but infrequent comments that generally reiterate the basic points of the required readings.	C+/B- 7.70-8.39
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C 7.40-7.69
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	D+/C- 6.70-7.39
You are unable to make useful comments and contributions, being occasionally absent from, generally passive in, and unprepared for class.	D-/D 6.00-6.69
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	F Below 6.00

Oral Presentation:

Predetermined students will develop a PowerPoint presentation (at least 15 slides). Satisfactory reports require an outside research effort and include appropriate citations. Credit will only be given to cases turned

in before they are discussed in class. Case assignments need to be word processed and written in formal English. Credit will only be given to cases turned in before they are discussed in class.

Case Presentation:

Cases are examples of real life challenges, opportunities, problems or risks faced by global companies. The class will be divided in teams. Each team consists of several students. Students will choose their team members based on synergy, congeniality and discipline match to maximize your learning experience and to benefit your classmates. Once the groups are established at the beginning of the course, it will be very difficult to change team in the middle of the semester due to the continuity of the project. Students need to review the readings and team-discuss the relevant case prior to each meeting and be prepared for class discussion. . Credit will only be given to cases turned in before they are discussed in class.

Mid Term Exam:

The midterm is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed in the syllabus above which test your abilities in two important areas of competency: the amount of information you master and the accuracy of the information you present; Structure: A combination of 80 questions true or false (50%) and a case Study (50%) with 3 questions will be asked.

Prior to the examinations, a comprehensive review will be given during class.

Final Exam:

The final exam is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed in the syllabus above, which test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course.

Structure: A combination of 80 questions true or false (50%) and a case Study (50%) with 3 questions will be asked.

Prior to the examinations, a comprehensive review will be given during class.

Tests are not accumulative.

CEA Attendance Policy:

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day's class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In each course, a maximum of two days of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A- to B-) for missing three days of class, regardless of the reason for your absence. However, you will automatically fail a course if your absences exceed three days of class.

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 1 course in accordance with this policy. Consequently, the Dean and Program Director will dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

REQUIRED READINGS

Book

You will need to buy a copy of the following book, and the approximate total price will be 60€. The book is ordered and available at a specific bookstore that will be indicated by the Academic Coordinator during Academic Orientation. Please note that it is mandatory to buy this reader, and that it is mandatory for you to have your personal copy.

- HOLLENSSEN, Svend. (2007) "Global Marketing" (4th edition) Prentice Hall Europe, , ISBN: 978-0-273-70678-6

RECOMMENDED READINGS

- 1) Moen, Oystein and Servais (2002) "Born Global or Gradual Global? Examining the Export Behavior of Small and Medium-Sized Enterprises" *Journal of International Marketing*. Vol. 10.No.3, 2002, pp 49-55 ISSN 1069-031X.
- 2) Freeman, Susan. Edwards, Ron And Schroder, Bill (2006) "How Smaller Born-Global Firms Use Networks and Alliances to Overcome Constraints to Rapid Internationalization" *Journal of International Marketing*. Vol. 14.No.3, 2006, pp 33-63 ISSN 1069-031X.
- 3) Douglas, Susan P. and Craig, C. Samuel (2006) "On Improving the Conceptual Foundations of International Marketing Research" *Journal of International Marketing*. Vol. 14.No.1, 2006, pp 1-22 ISSN 1069-031X.
- 4) Alashban, Aref A. Hayes Linda A Zinkahn George M. Balazs, Anne L..(2002) "International Brand-Name Standardization/Adaptation: Antecedents and Consequences" *Journal of International Marketing*. Vol. 10.No.3, 2002, pp 22-29 ISSN 1069-031X.
- 5) Taylor, Charles R. and Okazaki, Shintaro (2006). "Who Standardizes Advertising More Frequently, and Why Do They Do So? A Comparison of US and Japanese Subsidiaries" *Journal of International Marketing*. Vol. 14.No.1, 2006, pp 98-120 ISSN 1069-031X.
- 6) Blomstermo, Anders and Sharma, D.Deo . (2006). "Choice of Foreign Market Entry Mode in Service Firms". *International Marketing Research Review*. Vol. 23.No.2, 2006, pp 211-229 DOI 10.1108/02651330610660092.
- 7) Schuiling, Isabelle and Kapferer, Jean-Noël. (2004). "Real Differences between Local and International Brands: Strategic Implications for International Marketers. " *Journal of International Marketing*. Vol. 12.No.4, 2004, pp 97-112 ISSN 1069-031X.
- 8) Kwok, Simon, Uncles, Mark and Huang Yiming. (2006). "Brand Preferences and Brand Choices among Urban Chinese Consumers" *Asian Pacific Journal of Marketing and Logistics*. Vol. 18.No.3, 2006, pp 163-172 DOI 10.118/135558506110675634.
- 9) Stevenson, Thomas H. and Cabell, David W.E (2002) "Integrating Transfer Pricing Policy and Activity-Based Costing" *Journal of International Marketing*. Vol. 10.No.4, 2002, pp 77-88 ISSN 1069-031X.
- 10) Levitt, Theodore. (2006). "What Business are you in?" *Harvard Business Review*. October 2006, pp 127-151, reprints R0610J.
- 11) Keegan, Warren. (1995) "Global Marketing Management" (5th edition), Prentice Hall, ISBN: 0130615064.

12) Czincota, MR and Ronkainen, I.A (1995) “International Marketing” (4th edition), Dryden Press, Fort Worth, TX.

Participants are also encouraged to read some of the following periodicals and propose selected articles to be discussed in class:

Cases

Number 1 “Bike Maker Shifts Gears to Export,” *The Wall Street Journal Europe*, April 11th 2003.

Number 2 “Wine makers Target Younger Drinkers,” *The Wall Street Journal Europe*, April 24th 2003.

Number 3 “China Aims to Curb Retail-Chain Growth,” *The Wall Street Journal Europe*, February 13th 2003.

Number 4 “Can Slimfast Shake up Europe,” *The Wall Street Journal Europe*, April 24th 2003.

Number 5 “A Sigh of Relief at Mark & Sparks,” *Business Week*, January 21st 2001.

Number 6 “Czech Beer Makers Brew U.S. Market Push,” *The Wall Street Journal Europe*, June 27th 2003.

Number 8 “At Honda, a new pet project – Japan,” *The Wall Street Journal Europe*, July 27th 2005.

Number 9 “A pause in vodka output sends spirits sinking in Russia “*The Wall Street Journal Europe*, February 12th 2006.

Number 10 “The man behind the Yugo is planning to sell Chinese cars to US consumers “*The Wall Street Journal Europe*, March 1st 2006.

Number 11 “Plugging into the new Chinese frontier” *The Wall Street Journal Europe*, February 21st 2003.

Number 12 “Sony attempts to stake a claim with portable digital-book device” *The Wall Street Journal Europe*, February 16th 2006.

Number 13 “Engineering Company reaps rewards (Australia)”

http://www.ipaustralia.gov.au/strategies/case_ash.shtml

Number 14 “Airbus weighs plant in China” *The Wall Street Journal Europe*, May 2nd 2006.

Number 15 “New legal tactics fuel fight against fakes” *The Wall Street Journal Europe*, January 31st 2006.

Number 16 “Sales call: More ads hit U.S cell phone screens.” *The Wall Street Journal Europe*, February 3rd 2006.

Number 17 “In Asia, Direct Mail is anything but junk to eager consumers.” *The Wall Street Journal Europe*, March 2003.

Number 18 “Abu Dhabi loosens grip on oil-rich economy.” *The Wall Street Journal Europe*, October 21st 2005.

Number 19 Franch Josep and Marc Cortés. “Unilever (A): Globalizing the Ice Cream Market,” ESADE, Barcelona, Case N° 500-004-1

Number 20 Campbell, Daniel. “3M Chile – Health Care Products (A),” Richard Ivey School of Business, the University of Western Ontario, Case N° 9A99A004.

Number 21 Lecraw, Don. "Nestlé (Philippines)," Richard Ivey School of Business, the University of Western Ontario, Case N° 9A97G012.

Number 22 "A French Retailer Trips up Global Heavyweights," *Business Week*, August 13th 2001.

Number 23 "German TV Seeks Niche," *The Wall Street Journal Europe*, April 1st 2003.

Number 24 "Go East, Retailer," *Business Week*, November 18th 2002.

Number 25 "Greece's Messinia Struggles to Build Brand Name," *The Wall Street Journal Europe*, February 12th 2006.

Number 26 "Greece Offers New Wave of Wines," *The Wall Street Journal Europe*, August 4th 2003.

Number 27 "H&M Learns Lessons of Crossing Atlantic," *The Wall Street Journal Europe*, August 12th 2003.

Number 28 "Ice Cream Becomes Battlefield," *The Wall Street Journal Europe*, July 1st 2003.

Number 29 "KFC Fights Back with Special Offers," *The Wall Street Journal Europe*, April 3rd 2003.

Number 30 "Liquor Dealers Think Smaller," *The Wall Street Journal Europe*, February 13th 2003.

Number 31 "Marketers in Asia Target Preteen Kids," *The Wall Street Journal Europe*, April 3rd 2003.

Number 32 "McDonald's Japan Goes Gourmet," *The Wall Street Journal Europe*, August 14th 2003.

Number 33 "Mexico Turns Its Investment Eye to Spain," *The Wall Street Journal Europe*, August 6th 2003.

Number 34 "Mexico's Car Imports Rise," *The Wall Street Journal Europe*, August 14th 2003.

Number 35 "MTV Targets Global Audience," *The Wall Street Journal Europe*, July 21st 2003.

Number 36 "Nestlé Agrees to Purchase Hutchison Unit," *The Wall Street Journal Europe*, February 1st 2003.

Number 37 "Old Ways Limit China's Free Market," *The Wall Street Journal Europe*, March 18th 2003.

Number 38 "This Euro Brew's for you," *Business Week*, July 24th 2000.

Number 39 "U. S. -Made Products Resist Euro's Rise," *The Wall Street Journal Europe*, July 1st 2003

ONLINE REFERENCE & RESEARCH TOOLS

1) www.tradeport.org

TradePort offers data on 175 countries, free of charge. Developing Export Strategy: This section details issues involved in entering the foreign market, finding and developing trade leads, exporting directly and indirectly, pursuing international bid opportunities, managing and motivating distributors, promoting your product and traveling overseas.

2) www.esomar.com

ESOMAR is the world organization for enabling better research into markets, consumers and societies. With 5,000 members in 100 countries, ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.

3) www.acnielsen.com

ACNielsen was established in the United States in 1923 by Arthur C. Nielsen, Sr., one of the founders of the modern marketing research industry. Nielsen's operations span more than 100 countries. Headquartered in New York. The major regional business centers are located in Schaumburg, Illinois; Wavre, Belgium; Hong Kong; Sydney, Australia; Buenos Aires, Argentina; and Nicosia, Cyprus. Among many innovations in consumer-focused marketing and media research, Mr. Nielsen was responsible for creating a unique retail-measurement technique that gave clients the first reliable, objective information about competitive performance and the impact of their marketing and sales programs on revenues and profits.

4) www.tnsglobal.com

TNS is the world's largest provider of customized market information and analysis. TNS competitive advantage derives from the combination of our global network, in-depth industry sector understanding and world-class research expertise.

TNS business is to provide market information and insight to help clients make better, more informed business decisions.

Global and local clients are from TNS offices in 80 countries.

5) www.marketingpower.com

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession

6) www.marketresearch.com

MarketResearch.com is the world's largest and continuously updated collection of market research. As your single source for market intelligence, MarketResearch.com offer more than 160,000 market research reports from over 600 leading global publishers. Consumer goods market research reports provide strategic insight into product trends and new opportunities in consumer goods and services industries

7) www.researchinfo.com

Market Research Library: Articles submitted by market research professionals from around the world. This will become the source you turn to every time you're looking for information on the market research industry.

8) <http://www.bbdo.com>

Global commercials made by BBDO Worldwide (New York). The fourth largest global agency network 287 Offices in 79 countries, over 17.000 employees.

9) <http://www.saatchi.com/worldwide/index.asp>

Global commercials made by Saatchi. More than 150 advertising offices in 86 countries.

10) <http://www.burson-marsteller.com/default.aspx>

A global public relations and communications firm providing strategic counsel in the digital age.

Required Supplies / Fees

Subway Vouchers for field trips

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Course Content

Session	Topic	Activity	Student Assignment(s)
1	Introduction to the Course * Importance of Globalization. * Presentation of the Available materials * Clear Statement of Expected Mutual Requirements	Introductions & General Overview	In-class Information Sheet Ensure textbook purchases
2	Global Marketing in the Firm. *Development Of The Global Marketing Concept *Forces For Global Integration *Value Shop And The Service Value Chain Initiation of Internationalization. *Deciding Which Markets To Enter? *Why Internationalize? *Internationalization Barriers/Risk	Lecture & Discussion Documentary film Lecture & Discussion	Hollensen chapter 1 Case 1: Arcor: A Latin American Confectionary Player Is Globalizing Its Business Video case Study Nivea Hollensen chapter 2 Case 2: Blooming Clothing: A Bumpy Path To Exports
3	Internationalization Theories. * Internationalization Models *SMEs Development of the Firm's International Competitiveness. *Competition Analysis *Value Chain Analysis *Blue Ocean Strategy *Born Globals	Lecture & Discussion Lecture & Discussion	Hollensen chapter 3 Case 3: Cryos: They Keep The Stork Busy Around The World Hollensen chapter 4 Case 4: Microsoft Xbox: The Battle For Gaming Leadership.
4	Case Study 1: Cereal Partners Worldwide. The No 2 world player is challenging the No.1 – Kellog	<u>Team-discussion</u>	Papers Must Be Handed In
5	Global Marketing Research * Link Global Marketing Research To The Decision-Making Process * Distinguish Between Different Research Approaches, Data Sources And Data Types *Understand How Online Surveys Are Carried Out	Lecture & Discussion Documentary film	Hollensen chapter 5 Case 5: Tchibo: Expanding the coffee shops business system in the UK and the rest of Europe Video case Study :Burke

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Session	Topic	Activity	Student Assignments
6	<p>Field Study 1: How a Retailers Association works.</p> <ul style="list-style-type: none"> * Traditional versus Modern retailers. * Retailer Marketing mix * Communication <p>The Political and Economic Environment</p> <ul style="list-style-type: none"> * The Attractiveness of A Potential Foreign Market * Describe The Major Trading Blocks * Evaluate Consequences of The EMU And The Euro 	<p><u>Team Exercise:</u> Negative & Positive Implications</p> <p>Lecture & Discussion</p>	<p>Web analysis: Negative & Positive Implications www.sants-creucoberta.com</p> <p>Hollensen chapter 6</p> <p>Case 6: Sauer-Danfoss</p>
7	<p>The Sociocultural Environment</p> <ul style="list-style-type: none"> * The Attractiveness Of A Potential Foreign Market * Define Culture And Name Some Of Its Elements * The Strengths And Weaknesses Of Hofstede's Model <p>REVIEW</p>	<p>Lecture & Discussion</p> <p>Documentary film</p>	<p>Hollensen chapter 7</p> <p>Case 7: Ikea: Are there any cultural differences?</p>
8	MID-TERM EXAM	QUIZ	
9	<p>The International Market Selection Process</p> <ul style="list-style-type: none"> * Explore How International Marketers Screen Potential Market/Countries * The Importance Of Segmentation In The Formulation Of The Global Marketing Strategy * Choose Among Alternative Market Expansion Strategies Model <p>Field Study 2: Barcelona Marketing Association.</p> <ul style="list-style-type: none"> • Marketing in Spain • Main Benefits • Sponsors 	<p>Lecture & Discussion</p> <p>Documentary film</p> <p><u>Team Exercise:</u> Negative & Positive Implications</p>	<p>Hollensen chapter 8</p> <p>Case 8: Philips Lighting: Screening Markets in the Middle East</p> <p>Video Case Study: Hasbro</p> <p>Web analysis: Negative & Positive Implications www.clubmarketingbarcelona.com</p>

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10	Case Study 2 :Skagen Designs (II.4) <ul style="list-style-type: none"> * The Market Selection * The Strategy * The Marketing Mix Some Approaches to the Choice of Entry Mode. <ul style="list-style-type: none"> * Identify different Market Entry Modes * Different Approaches to the Choice of Entry Model * Identify the Factors to Consider When Choosing a market Entry Strategy 	<u>Team-discussion</u> Review of examination Lecture & Discussion Documentary film	Papers Must Be Handed In Questions and Review Hollensen chapter 9 Case 9: Jarlsber: The King of Norwegian Cheeses is seeking Markets Video Case Study: Understanding Entry Modes Into the Chinese Market
11	Export Modes. <ul style="list-style-type: none"> * Describe The Main Entry Modes * Advantages And Disadvantages *How Manufacturers Can Influence Intermediaries To Be Effective Partners <u>Field Study 3: Trade Press</u> <ul style="list-style-type: none"> * Circulation * Globalization * Advertisers 	Lecture & Discussion <u>Team Exercise:</u> Negative & Positive Implications	Hollensen chapter 10 Case 10: Parle products: An Indian Biscuit is Seeking Agents and Cooperation partners in New Export markets Web analysis: Negative & Positive Implications www.etc.es
12	Intermediate Entry Modes <ul style="list-style-type: none"> * Joint-Ventures Formation * Strategic Alliances * Different Ways Of Managing Joint Ventures Versus Strategic Alliances Hierarchical Modes. <ul style="list-style-type: none"> *The main Hierarchical Modes * Acquisition versus Greenfield * The Decision to Withdraw 	Lecture & Discussion Documentary film Lecture & Discussion Documentary film	Hollensen chapter 11 Case 11:Ka-Boo-Ki.licensing the LEGO Brand Video Case Study: Mariott Hollensen chapter 12 Case 12: Durex in japan Video Case Study: Strabucks

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Session	Topic	Activity	Student Assignment(s)
13	Case Study 3 : “Heineken/Ahram Beverages Co (III.4) * Acquisitions * Push versus pull * Target price Product Decisions * To Standardize or Adapt * Developing New products * Anti-Counterfeiting Strategies	<u>Team-discussion</u> Lecture & Discussion Documentary film	Papers Must Be Handed In Hollensen chapter 14 Case 14: Danish Klassic: Launch of a Cream Cheese in Saudi Arabia Video Case Study: Swiss Army
14	Pricing Decisions and Terms Of Doing Business. * Strategic Options * Transfer Pricing in Global Marketing * Terms of Payment Distribution Decisions. * The Determinants Of Channel Decisions * Export Documents * Grey Markets REVIEW	Lecture & Discussion Lecture & Discussion	Hollensen chapter 15 Case 15: Gillette Co: Is Price Standardization Possible For Razor Blades ? Hollensen chapter 16 Case 16: Nokia: Can Nokia Recapture No. 1 position from Motorola? Video Case Study: DHL
Session	Topic	Activity	Student Assignment(s)
15	NO CLASS BANK HOLIDAY	NO CLASS BANK HOLIDAY	NO CLASS BANK HOLIDAY
16	FINAL EXAM	QUIZ 2	