

Mktg 430 – International Marketing – Spring 2012

Sec. 001 – T,Th 4:40-5:55PM – B217

Professor: Dr. Nina M. Ray¹

Office: B-213G

Office Hours:² T,Th: 11:00-12:00 and 3:00-4:30

phone: 426-3837

fax: 426-5384

e-mail: nray@boisestate.edu

MESSAGE OF WELCOME FROM THE PROFESSOR

The College of Business and Economics now has Upper Division Admission and we faculty are truly excited to be able to **increase the level** of our educational offerings. Such a program will help ensure all COBE students have the knowledge and skills necessary to succeed in the demanding upper division business and economics curriculum. These new requirements will facilitate classroom discussion, enhance student group projects, and open classroom seats for those ready to take their business education to the next level. To quote Dr. Patrick Shannon, the Dean of the College of Business and Economics, the college is **“raising the bar” and demanding academic excellence** (a “shared value” of Boise State University, as discussed in the following pages).

International Marketing is a vibrant field which is constantly changing and dependent on the enthusiasm and expertise of those who embark on the journey. It is always interesting to teach and to learn from each other. Usually, the class has students from many different countries and several distinct disciplines who are well informed about the issues of the day and how world events apply to the successful marketing of products and services. Participating fully in this class will help you be a well informed world citizen who is aware of your own city, state, and nation as well as many other nations around the world. You will interact with interesting classmates and contribute to each other's knowledge. You will have the chance to work on projects for local and international organizations, which really can benefit from your marketing contributions. For those who pride themselves on having a good knowledge of “what is going on in the world,” have cross-cultural or international interest, and at the same time are always interested in the practical business orientation, this is the course for you. Having a good international background may not necessarily help you land that first job, but it certainly can benefit those who wish to make unique contributions and stand out from others as they progress through their careers in the fast-paced world of global business.

OFFICIAL COURSE DESCRIPTION AND INFORMATION

- An analysis of the creation, planning, and implementation of marketing strategies that cross national and cultural borders. Prerequisites: Mktg 301 and Junior standing. **Students are expected to remember and be able to apply well their Mktg 301 material.**
- **Previous international study and experience and language training** are very important preparation for this course. Students need to have a very good knowledge of world geography and global current events. **Students are expected to pay attention to national and international news on a daily basis and must contribute to class learning by participating with relevant comments, insights and experiences.** It is extremely highly recommended that students have already completed (with at least a C grade) INTBUS320 (Managing in a Global Economy).

ACADEMIC EXCELLENCE—“RAISING THE BAR” FOR COBE STUDENTS

¹ The Professor's preferred form of address is Dr. or Professor Ray. Students will be addressed by their surnames (e.g., Mr. Smith, Ms. Williams), as is customary in global business before more familiar relationships are established.

² Other times by appointment.

In this class, “A” students are those who come with previous study or experience regarding international and cultural issues, are able to analyze problems in depth, can research a given scenario and apply principles of marketing to a similar scenario, and can communicate their findings expertly. They share their experiences with and learn from their fellow classmates. “F” students resent having to keep up with the news and are unable to apply word events to marketing knowledge. They do not share any relevant experiences and do little, if any, course readings.

Raising the bar on students also demands more of professors. Rigor will be maintained in MKTG430. Dr. Ray’s teaching style is somewhat traditional and formal. Much class material will be delivered via the lecture format, with slides and videos (presented both in-class and out of class) incorporated to help illustrate key points. On-line materials will be employed when appropriate. The Professor expects students to be responsible for their own learning and to **come to class prepared**. The Professor expects that students also use electronic media but only in an appropriate manner for classroom topics when in class and also expects that students refrain from electronic media use when asked to do so.

SOURCES OF CLASS READINGS (both are mandatory)

- Cateora, Philip R., Gilly, Mary C. and Graham, J. L. (2011). *International Marketing*. New York, NY: McGraw-Hill/Irwin, 15th edition. **If you do not purchase the 15th edition, there is no guarantee that page numbers and content will match class discussion and course content.**
- Subscription to *Wall Street Journal*. Access codes are to be purchased through the BSU Bookstore or via <http://www.subscribe.wsj.com/semester> **Be sure to indicate the appropriate class (International Marketing) when registering in order to receive credit.** Both the text and *Wall Street Journal* are mandatory supplies. All educational subscriptions include 3 formats for receiving the news:
 - Print Copy - scan every page, every day for a quick overview of names, trends and developments plus the power of serendipity
 - WSJ.com online - review updates 24/7, personalized with companies, industries, key-word topics, economics or global events
 - Mobile Reader - check customized alerts and emails via a smart phone app

Course Support Site: <http://blackboard.boisestate.edu>. Check Blackboard before each class. Students must make sure that they are able to receive messages through the Blackboard site. Since all students must have their own *Wall Street Journal* subscription, only non-*Wall Street Journal* additional readings and links will be posted on Blackboard, along with course announcements and grades.

COURSE OBJECTIVES AND ASSESSMENT

COBE Core Curriculum concepts:

<u>Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:</u>	
<u>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</u>	
<input checked="" type="checkbox"/>	1.2. Business Policy and Strategy
<input checked="" type="checkbox"/>	1.6. International environment of business
<input checked="" type="checkbox"/>	1.7. Legal environment of business
<input checked="" type="checkbox"/>	1.8. Management
<input checked="" type="checkbox"/>	1.9. Marketing
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
<input checked="" type="checkbox"/>	<u>3. Solve problems, including unstructured problems, related to business and economics</u>
<input checked="" type="checkbox"/>	<u>4. Use effective teamwork and collaboration skills</u>
<input checked="" type="checkbox"/>	<u>5. Resolve ethical issues related to business and economics</u>

International Marketing objectives and assessment:

The following international marketing objectives will be measured by performance on in-class, closed book, midterm and final which may be comprised of multiple-choice, essay and map questions. Marketing research reports (a “first draft” and the final report) based on participation with a local or international organization are also part of the assessment. Additionally, in-class “surprise” quizzes” and “readiness assurance tests” will ensure that students are attending and contributing to the class.

Upon completion of MKTG 430, the successful students should be able to recognize and explain well:

- the increasing importance of global awareness and the scope of the international marketing task
- marketing’s contribution to the growth and development of a country’s economy and the importance of emerging markets
- the social and moral responsibility each citizen has to protect the environment of each country and the importance of green marketing internationally
- the importance of culture (including history, geography, and language) and knowledge of political/legal systems in understanding influence on and response to international marketing
- the problems of availability and collection of secondary and primary marketing research data internationally and to identify sources of materials which provide information relevant to international marketers
- the strategic marketing implications of patterns of multinational cooperation
- how to make logical international marketing mix (product, price, promotion, and distribution) decisions within established host-country environments
- a good knowledge of “what is going on in the world” and how these events relate to international marketing, especially with regard to the semester’s countries of emphasis.

GRADING (total of 350 points)

Overview of grading and exams: A midterm and final exam at 100 points each, 100 points of RATs (readiness assurance tests; # to be decided by class vote) and two reports (100 each) points each will count toward the final grade, along with 50 preparedness/participation points. The two lowest of the midterm, the RAT 100-point score, and two report assessments will be dropped. **The final is cumulative, is not**

droppable, and will not be given at any other time than the time scheduled for the final exam. If one desires a grade higher than a C+ (in other words, A+, A, A-, B+, B, or B-) then that student must have at least an 80% on the final report presented to the client. All tests are to be taken at the scheduled time. **No make-up tests or RATs will be given.** Those with official letters from the Office of Disability Services should see the Professor privately regarding a possible exception to this policy. If a student needs to miss the midterm, that will serve as one of the dropped grades. The text's Web site provides practice chapter quizzes which may help in the exam and RAT preparation (www.mhhe.com/cateora15e). All class material (not just the material covered in class and not just the text information) is considered "fair game" for exam questions; although the tests will emphasize that material specifically covered in class and emphasized on Blackboard. **Students must show up on time for tests.** No student will be admitted on test day after the first student has completed an exam and left the classroom. Exams will be comprised on multiple-choice, essay, and map questions.

RAT (readiness assurance test): Each time a RAT is scheduled, students will answer around 10 multiple-choice questions individually, turn in their papers, then gather as a group and come to a consensus for each question and record their answers. Individual RATs will comprise 60 of the 100 points and the group effort will comprise 40. The professor will form the groups of around 5-7 students during the first week of class. Each group member will be evaluated by the others and group members can be fired.

Client Project (two individual papers; depending on client preference, may include an oral presentation): The submission of the first draft (a proposal and environmental analysis) is mandatory in order to write the final report. If the first paper is not well research and well written, this proposal will not be accepted and this will have the effect of the two papers being the two dropped grades. Those not aiming for at least a course grade of B-, have the right not to complete the two reports and have them as the two dropped grades. Further details concerning the reports will be provided later, but students should begin to familiarize themselves with the local company which will serve as the semester client, <http://wearease.com/>. The client mostly needs pricing help, but could use advice on all aspects of the marketing mix. They currently market to Canada and have had inquiries from Australia, the UK, and S. Africa.

Preparedness and participation: Fifty points for participation/attendance will be determined by the percentage of "minimally pass" grades on the surprise quizzes (separate from the RATs), a subjective evaluation by the Professor, team members evaluations, and proof that students actually can prove ownership of course text and a Wall Street Journal subscription. If a student is not in class, that person will not be able to make up in-class exercises. These in-class exercises will consist of material covered in class, especially class material related to current *Wall Street Journal* readings. Each student's name will be written on an index card and a student will be called at random to contribute to the Wall Street Journal discussion. Plan on every Thursday, beginning on Thursday, January 26 for the "random" student news presentations.

Grades will be computed using the following criteria. Tests are not "curved." Categories are firm; they are already rounded up.

343-350 points (98%-100%): A+	329-342 points (94%-97%): A	315-328 points (90%-93%): A-
308-314 points (88%-89%): B+	294-307 points (84%-87%): B	280-293 points (80%-83%): B-
273-279 points (78%-79%): C+	259-272 points (74%-77%): C	245-258 points (70%-73%): C-
238-244 points (68%-69%): D+	224-237 points (64%-67%): D	210-223 points (60%-63%): D-
<210 points (less than 60%): F		

STATEMENT OF SHARED VALUES

Boise State University upholds the following values as the foundation for a civil and nurturing environment. Campus community members and all who are part of COBE are expected to adhere to the following values. The COBE Dean has specifically requested that all professors include this list on each syllabus. COBE takes a civil learning environment seriously, one which each person takes

personal responsibility for his or own academic excellence. Each class member must demonstrate accountability for one's own personal and professional conduct which reflect the standards, values and ethical behaviors of the marketing discipline as defined by the American Marketing Association (<http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx>) in addition to the BSU shared valued listed below.

Academic Excellence – engage in our own learning and participate fully in the academic community's pursuit of knowledge.

Caring – show concern for the welfare of others.

Citizenship – uphold civic virtues and duties that prescribe how we ought to behave in a self-governing community by obeying laws and policies, volunteering in the community, and staying informed on issues.

Fairness – expect equality, impartiality, openness and due process by demonstrating a balanced standard of justice without reference to individual bias.

Respect – treat people with dignity regardless of who they are and what they believe. A respectful person is attentive, listens well, treats others with consideration and doesn't resort to intimidation, coercion or violence to persuade.

Responsibility – take charge of our choices and actions by showing accountability and not shifting blame or taking improper credit. We will pursue excellence with diligence, perseverance, and continued improvement.

Trustworthiness – demonstrate honesty in our communication and conduct while managing ourselves with integrity and reliability.

CLASSROOM CONDUCT AND EXPECTATIONS (Please read; these guidelines are for enhanced learning for all.)

In order that the classroom environment fosters the learning of everyone, your professor expects that you as a student:

- will be attentive and courteous during class.
- will complete the assigned work according to the course schedule, and
- will do all your own work and will not present anyone else's work as your own (this is also covered by the BSU Code of Conduct).

Some more specific principles of civil conduct in a college classroom:

- Come to class on time and be present and attentive for the entire class period.
- If you ever are late for class, enter in silence and do not walk between the class and the professor.
- Never leave during class unless it is an emergency.
- Wait for the professor to dismiss class. If this class period has ended but the professor has not finished and you cannot stay any longer, leave in silence.

- Contribute to a positive learning environment **by refraining** from the following disruptive behaviors:
 - talking with classmates while the professor, guest, or another student who has the floor, is talking.
 - using a phone during class. Phones are to be turned off prior to the beginning of a class period and left off until after the professor has dismissed the class. If you must take an emergency call, please leave the classroom.
 - eating during class. Consume meals and snacks elsewhere.
 - engaging in unrelated activities such as reading newspapers not required for the course or unrelated books, doing homework assignments for this or other classes, surfing the Web or reading email, etc. Computers in classrooms are provided for class purposes only.

Students who do not follow these expectations may be asked to leave the class and forfeit any assessment credit for that day. Continued misconduct may lead to removal from the course and initiation of procedures described in the BSU Code of Conduct.

Maximize your own learning by engaging in the following routines.

- Come to class **prepared** to work. **You will be assessed on your preparedness.**
 - Make necessary financial arrangements so that you can purchase all such material at the beginning of the semester. It is a waste of money to pay for a class and then not buy the books you will be reading. Your professor expects you to obtain all necessary material in order to succeed in the course.
 - **Bring your own textbook to class.** You may not be able to use others' texts for in-class exercises and assignments.
 - **Complete reading and homework assignments before the class for which they are due.** Lack of preparation may prevent you from participating in a class activity.

The student must discuss personal emergencies with the professor as they occur, not at the end of the semester when the student realizes that s(he) might be earning a poor grade. The professor may ask to see "proof" when a student asks for special accommodation (only made in very extreme circumstances) because of a personal crisis.

ACADEMIC HONESTY

Academic honesty is a core belief of the University. It is students' responsibility to understand what constitutes plagiarism. Refer to Boise State's Student Code of Conduct for definitions of cheating, plagiarism, and others forms of academic dishonesty as well as policies and procedures for handling such cases. The Student Code of Conduct is found at <http://osrr.boisestate.edu/scp-codeofconduct-article2/#18> You are strongly encouraged to familiarize yourself with this policy, as it is applicable to all of your classes and dealings with the University. Some of this Code of Conduct is detailed below.

Article 2, Section 18—Academic Dishonesty

The term "**academic dishonesty**" may include cheating, plagiarism, or other forms of academic dishonesty. All assignments submitted by a student must represent her/his own ideas, concepts, and current understanding or must cite the original source. Attempts to violate the academic integrity of an assignment do not have to be successful to be considered academic dishonesty.

Academic dishonesty may include, but is not limited to:

1. **Stealing and/or Possessing Unauthorized Material** - The unauthorized appropriation, possession or use of the property of another; the forgery or misuse of documents;

2. **Fabrication and Falsification** - The unauthorized alteration or invention of any information or citation;
3. **Multiple Submission** - The submission of substantial portions of the same assignment for credit more than once without the prior permission of all involved faculty members;
4. **Abuse of Academic Material** - Destroying, stealing, or making inaccessible library or other academic resource material;
5. **Complicity in Academic Dishonesty** - Intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

Section 2, 18A—Cheating

The term “**cheating**” includes any action where an individual or group either carries out or attempts to carry out dishonest work and/or where an individual or group either assists or attempts to assist an individual or group to carry out dishonest work. If students are uncertain whether an action constitutes cheating, they have a responsibility to ask the faculty member for the course for clarification. Cheating includes, but is not limited to:

1. using or providing any unauthorized assistance in class assignments, standardized tests, credential tests, and professional licensing tests;
2. unauthorized copying of class assignments—such as examinations—before, during, or after the assignment, either for your own use or for the use of others.
3. having someone else complete a class assignment in your place;
4. completing a class assignment for someone else;
5. collaborating on an assignment unless it has been explicitly permitted by the faculty member;
6. depending on or providing the aid of sources not authorized by the faculty member in preparing for exams, writing papers, preparing reports, solving problems, or carrying out other assignments;
7. acquiring, without permission, any assignment or other academic material belonging to a member of the University faculty or staff;
8. creating, keeping, or using unauthorized collections of assignments;
9. turning in substantial portions of the same academic work to more than one course without the prior permission of the faculty members;
10. plagiarizing (see section 18B).

Section 18B—Plagiarism

The term “**plagiarism**” at its most basic level means to steal someone else’s words, composition, research, and/or ideas. Plagiarism is both cheating and theft. Given the seriousness of this offense, students have a responsibility to understand its meaning and implications for the academic community. Plagiarism can be committed in any type of assignment. Plagiarism includes but is not limited to:

1. the use by direct quotation of another person’s work, published or unpublished, without clearly setting off the quotation and/or without full and clear acknowledgment;
2. the use by paraphrase of another person’s work, published or unpublished, without full and clear acknowledgment;
3. the use of another person’s ideas, arguments, and/or thesis from a published or unpublished work without full and clear acknowledgment;
4. the use of another person’s research from a published or unpublished work without full and clear acknowledgment;
5. the use of materials prepared by a person or agency engaged in the selling of term papers or other academic materials.

Even unintentional plagiarism is still plagiarism. The College of Business and Economics Writing Styles Guide also defines plagiarism and provides examples. When not sure about what constitutes

plagiarism, students are also encouraged to consult with the professor. Any plagiarism will result in a grade of F for the entire class. Other forms of academic dishonesty will be dealt with harshly.

READING AND ASSIGNMENT SCHEDULE: The following schedule will be followed as closely as possible. Changes may have to be made and when that happens, modifications will be announced in class or on Blackboard and will take precedence over this schedule. **Test dates and times are fixed; no modifications to times or dates of exams will be made based on an individual student's request.** There are no "make-up" exams. Please do not ask.

For **second day of class**, watch the following video about the current crisis in Europe. Questions on the first RAT (first one that counts) of the semester will come from the video and the first three chapters. Check Blackboard for what areas to emphasize in your reading.

http://online.wsj.com/public/page/0_0_WP_3001.html?currentPlayingLocation=345¤tlyPlayingCollection=Business¤tlyPlayingVideoid={AF34C290-FBD3-44A9-AFA9-10E2AB7A8BFA}

Class meetings	Class topics and Activities	Readings, Assignments
T 17 Jan	Introduction to International Marketing	
Th 19	Geography and History, first RAT ³	Chapters 1, 2 and 3
T 24	Wear Ease Client speaks to class; class mandatory	
Th 26	Culture; student news contributions begin	Chapter 4
T 31	Continuation of previous topics	
Th 2 Feb	Business Culture	Chapter 5
T 7	Political and Legal Environment	Chapters 6 and 7
Th 9	Continuation of previous topics	
T 14	Continuation of previous topics	
Th 16	Marketing Research-International Issues	Chapter 8
T 21	Emerging Markets	Chapter 9
Th 23	Multinational Agreements: Americas, Europe, etc.	Chapter 10
T 28		First Report Due
Th 1 March	Asia Pacific Region	Chapter 11
T 6	MIDTERM	
Th 8	Planning and Marketing Mix-Consumer Products	Chapters 12 and 13
T 13	Business Products	Chapter 14
Th 15	Price (price will be considered early because of the importance of price issues to the client)	Chapter 18
T 20	Continuation of previous topics	
Th 22	Continuation of previous topics	
March 27,29	Spring Vacation	
T 3 April	Channels of Distribution	Chapter 15
Th 5	Continuation of previous topics	
T 10	Promotion	Chapters 16 and 17
Th 12	Continuation of previous topics	
T 17	Continuation of previous topics	
Th 19	Continuation of previous topics	
T 24	Final preparation of reports	
Th 26	Continuation of previous topics	Second Report Due
T 1 May	Wrap up of semester, preparation for Final, perhaps presentations to client	
Th 3 May	Wrap up of semester, perhaps client presentations	
Th 10 May	Thursday, May 10 3:30 - 5:30 P.M. FINAL EXAM	

³ The final schedule of RATs will be provided after the class votes on how many to have during the semester and will be posted on Blackboard.

Notes about material covered this semester.

Facts are important and are relevant to current world events. One cannot have a discussion about future National Health System issues in the UK, (upon which some say “Obamacare” is based) if one does not know the current political climate in the UK, including who the Prime Minister is. Students need to know who David Cameron, and other heads of state are. One cannot have a discussion about the current fiscal crisis in the EU if one does not know what the EU is and who is a member.

This class assumes a knowledge of the basics of marketing (MKTG301). Sometimes, students want more review of the basics of marketing. This will not be done.

The title of the course is International Marketing. International issues are stressed. One must know about the world and current events. The professor will diligently attempt to stress the relevance of current events to the text, but students must be able on their own to apply text material to real live case examples. Unless one follows the news on a daily basis and participates in discussions about these news items, the student will not succeed in this course or in international business.

Students have to care. It is exciting (and unfortunately, sometimes depressing) to always know what is happening in the world. In order to succeed in this class and in international business, one must be interested in the topic.

This class will be “flipped” (or “inverted”). That means that most reading and video watching will be done by each student individually outside of class BEFORE the day scheduled to discuss the material in class. According to those who are experts in higher education learning, the “flipped” or “inverted” class is

- A means to INCREASE interaction and **contact time** between students and teacher.
- An environment in which students take **responsibility for their own learning**.
- A classroom with an intentional/flexible balance of "sage on the stage" and "guide on the side".
- A **blending** of direct instruction with constructivist/active learning.
- A class where all students are **engaged** in their learning.

(Modified from <http://www.thedailyriff.com/articles/the-flipped-class-conversation-689.php>)

Students are held accountable. This accountability is of utmost importance and the instructor is strongly encouraged to NOT reteach material (from reading, recorded lecture). Accountability is assessed in several possible ways.

- Team-Based Learning model (quiz/group quiz)
- Individual readiness assurance tests (RAT)
- Clickers (often used in some BSU classes, will not be required for MKTG430)
- Paper/pencil quizzes
- Assignment due at beginning of class
- Other Classroom Assessment Techniques (e.g., one minute response to question or summary of lecture)

In summary, it is very important for students to be prepared for class on a daily basis and the preparedness will often be tested.

SIGNED MEMORANDUM OF UNDERSTANDING

I _____ understand that MKTG430 (International Marketing) requires paying attention to the news on a daily basis, especially daily reading of the Wall Street Journal. I will read all required articles, as well as all required text chapters and will complete assignments prior to the date they are due. In the case of the RATs (readiness assurance tests) which require a group effort, I will fully contribute to that team effort and will not be a “social loafer.” If I do not “pull my own weight,” I understand that I can be fired from the group and receive no group points. I fully recognize that this will require a substantial amount of outside work. Because of my full awareness of the requirements of this class, I will not refuse to carry out my responsibilities because of other commitments that I was aware of at the beginning of the semester (e.g., work, family, social life). I understand that **choosing to miss a class, ignoring an assignment or forgoing reading & studying required readings has consequences.**

If I am not committed to this work load and am unwilling to read the paper on a daily basis, I will drop the class now.

Signature: _____ Date: _____