MKT 430 – International Marketing – Summer 2018
MoTuWeThFr 2:40-5:25 p.m. – MBEB 1110
May 6th – 26th

Instructor: Dr. Jason B. MacDonald  Phone: 426-3837
Office: MBEB 2217  Email: jmacdona@boisestate.edu
Office Hours: By appointment

Prerequisite A grade of “C-“or better in MKT 301 and admission to COBE

Course Description
A comprehensive understanding of the issues and challenges inherent in the formulation and implementation of international marketing strategies is provided. Environmental forces affecting international marketing decisions, selection of international target markets, and the design and development of international marketing plans are examined and analyzed.

Required Text
Terpstra's International Marketing, 11e, by Vern Terpstra, James Foley, and Ravi Sarathy, ISBN 978-0981-7293-81. This book is only available through the following website:
https://naperpublishing.org/product-category/international-marketing/
Country Manager: International Marketing Simulation by Lawrence Feick, Martin Roth, Michael Deighan, and Stuart James, 2004, Interpretive Software (approximately $40)

Other materials will be passed out as handouts.

COBE Core Curriculum Student Learning Goals & Objectives
Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

- To understand and apply analytical and disciplinary concepts and methods related to marketing and to the international business environment;
- To communicate effectively, such as writing messages and documents that are clear, concise, and compelling;
- To solve problems, including unstructured problems, related to business and economics;
- To resolve ethical issues related to business and economics.

Course Learning Objectives
In addition to these, this course has five major learning outcomes, which are built into the curriculum and the assignments and exams that you will complete this semester. Upon completion of MKT 430, the successful student should be able to:

1) describe the evolution of global marketing;
2) explain the cultural factors that affect global marketing;
3) analyze the economic, legal, and political factors that affect marketing across countries;
4) describe the key regional trading organizations of the world;
5) demonstrate an understanding of how to conduct research in foreign markets
6) discuss the 4 Ps of marketing in terms of global marketing;
7) explain the link between marketing and global strategy

COBE CORE CURRICULUM STUDENT LEARNING GOALS AND OBJECTIVES

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:
   - ✔ 1.2. Business Policy and Strategy
   - ✔ 1.6. International environment of business
   - ✔ 1.7. Legal environment of business
   - ✔ 1.8. Management
   - ✔ 1.9. Marketing

2. Communicate effectively: Write messages and documents that are clear, concise, and compelling
   - ✔ 2.1

3. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
   - ✔ 2.2

4. Solve problems, including unstructured problems, related to business and economics

5. Use effective teamwork and collaboration skills

6. Demonstrate appropriate principles of responsible business practices
   - ✔ 5.1 Resolve issues related to Individual Responsibility (Business Ethics)
   - ✔ 5.2 Resolve issues related to Corporate Social Responsibility
   - ✔ 5.3 Resolve issues related to Leadership Responsibility (Corporate Governance)
   - ✔ 5.4 Resolve issues related to Environmental Responsibility (Environmental Sustainability)
   - ✔ 5.5 Resolve issues related to Cultural Responsibility (Diversity)
Teaching and Learning Methodology

My approach to teaching combines both theory and practice. Marketing theory is important because it allows us to understand why consumers do what they do and also allows us to predict what will happen in different situations with better accuracy than simply guessing. That said, because many marketing concepts are fairly straightforward, students are commonly lulled into believing that the practice of marketing is relatively easy. After studying marketing, students are typically surprised by the difficulties they encounter when it comes to trying to implement marketing concepts in the real work. In my experience, to be best prepared to work in marketing you need to know what it feels like to make marketing decisions that have consequences. As you can see from the assignments section, there are a number of required exercises in this class that are designed specifically to allow you feel what it is like to make marketing decisions. These exercises can sometimes be very frustrating, draining, and even painful but are almost always very rewarding.

Performance Evaluation

There are a number of reasons for having assignments as part of a marketing course. These are designed to encourage you to explore and understand the subject area of this course more fully. Additionally, providing feedback on your work is a vital element of the learning process during your studies at the COBE. The learning outcomes of this course will be assessed as follows:

150 pts Participation and Preparation: Students are expected to be prepared to participate in class discussions. Of course, you cannot participate in class if you do not attend and consequently, attendance will represent 50 pts. Beyond attendance, students will be given credit for consistently contributing to class discussion (100 pts). On days that have a scheduled Mini Case, you are required to submit your answers to the questions associated with the case as part of participation. Case submission must be typed.

50 pts Country Quiz: Success in International Marketing requires a basic understanding of the world. To assess your knowledge of the world, you will be required to take an online country quiz. To receive a grade for this assignment, you must finish the quiz with at least 75% correct. Once you have finished the quiz, your final grade will depend on your time for completion. For example, if you finish in under 10 minutes, you will receive full points (A+). Please submit a color copy of your map that shows your percent correct and the time to receive credit for the assignment. You can access the map at: https://online.seterra.com/en/vep/3199?c=RAQYH

400 pts Term Tests: There will be two term tests. Each test will consist of multiple-choice and short answer questions. Questions will come from the book, lectures, or both. Both tests are worth 200 pts.

300 pts Country Manager (CM) Simulation: In the second half of the course, you will apply your course learning in an international marketing simulation. Each student group will act as a marketing team in Allstar Brands, a U.S.-based consumer products company, for a toothpaste brand. The team will make decisions for entering and managing the brand business effectively in Latin America, focusing on six possible countries. Teams should thoroughly read the manual and instructions for operating the software. Grades will be based on relative performance across a number of metrics such as cumulative net contribution. The sim opens on July 31 and the 6 decisions must be submitted by 8 pm on August 9th.

50 pts CM Quiz: Each Student will complete a quiz on the Country Manager Case at the end of the first week. The quiz will be taken online.
50 pts  **Marketing Plan Template:** Each group will submit a Marketing Plan Template that outlines its strategy for entering the Latin American Market. A Marketing Plan Template will be provided.

**Reward System**

As you can see in the Boise State Academic Catalog (pg. 31), an A is for distinguished work relative to your current colleagues and my past students. A grade of B is for superior work; a C is given for average work that is deficient in number of areas. A grade of D indicates that your work has limited value but there is some hope. A grade of F is the equivalent of a lost sale. If you get an F on anything but a term test, you will receive 0 pts. for the whole assignment.

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<tr>
<th>Grade</th>
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<tr>
<td>A+</td>
<td>975-1000</td>
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<td>B+</td>
<td>875-899</td>
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<td>C+</td>
<td>775-799</td>
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<td>D+</td>
<td>675-699</td>
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<td>No Sale!</td>
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<td>C-</td>
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<td>D-</td>
<td>600-624</td>
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**Special Needs**

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify me after class or during my office hours.

**Testing Philosophy**

Term test are meant to be a valid and reliable assessment of your understanding of the material and your ability to reason. As not all course material is equally important, you are not required to know all of the material equally well. Consequently, the terms tests are designed to test your knowledge at three different levels: 1) recognition, 2) recall, and 3) application. If a term or concept is not that important, you are only responsible for being able to recognize it. For example, in a multiple choice question you will be given a basic definition and then be required to identify the proper term in a list of five alternatives. If a concept is moderately important, you need to be able to do more than just recognize it, you must be able to recall it. The ability to recall a term or concept shows that you understand or know that term or concept at a higher level than mere recognition. In testing your recall ability, I may give you a definition and a list of alternatives that does not include the term but does include a "None of the above" answer. Selecting the "None of the above" alternative when the correct term is not given is a test of recall. Furthermore, if I include an alternative that is similar to the correct term, but not correct (e.g., atmosphereation, a nonsense term for the actual term atmospherics) you should be able to reason that the proper answer is "None of the above". Please note that these types of questions should not be considered "tricky" or "unfair", they are merely tests of your level of understanding and knowledge. If you know it well enough, you should be able to recall it.

For really important concepts, you need to demonstrate a higher level of understanding that suggests an ability to not only recall the term or concept but to also apply it. In this case you will be given questions in the form of scenarios and you will have to identify the proper term or concept. These types of questions are also designed to test your critical thinking and problem solving abilities. Please note that the answers to questions designed to test your critical thinking ability are not supposed to be obvious. If they were, you would not need to think critically to determine the answer.

Approximately 60% of all test questions will be at the recognition level. Another 20-30% will be at the recall level and 10-20% will be at the application level. I rarely, if ever, include test questions on material that was not covered in class.
General Course Policies

Employee vs. Customer Policy

I recognize that you are paying to attend Boise State but you are paying me to train you on how to be an employee rather than a customer. Consequently, in our relationship, I am the employer and you are the employee. With this in mind, when you perform like a good employee, you will get paid. When you act like a Bad Employee, you will not get paid and may even lose pay. Bad Employee penalties are usually 1% of your overall grade.

Email Policy

If you need to contact me outside of office hours, please email me. I don’t like talking on the phone and rarely answer it. If you need to email me, you must include the class name and section in the subject line. If you do not include this information in the subject line, I may not respond. I try my best to respond to emails within 24 hours. If I do not, please remind me of your email.

I strongly encourage you to ask questions if you are not following something related to the class. But, if you email questions that can be easily answered by, for example, looking at the syllabus, I will decrease your pay by 1% for being a Bad Employee. The following list includes a few examples of Bad Employee Questions:

1. What class is our course in?
2. I missed class today, can you send me a summary of what we did?
3. What are we doing in class tomorrow?
4. Are you going to curve the exams?
5. When is the final exam?

Exam and Assignment Policy

There will be no makeup exams or extensions. If one exam is missed the points will be added to the final. If more than one exam is missed, the points will be lost. If an assignment is missed or late, the points will be lost. Everyone must take the final exam. Exceptions to these rules will be made only under extreme circumstances.

Academic Honesty

Cheating or plagiarism in any form is unacceptable. The University functions to promote the cognitive and psychosocial development of all students. Therefore, all work submitted by a student must represent her/his own ideas, concepts, and current understanding. If you are in doubt as to whether or not any of your intended or completed actions are in violation of plagiarism standards, consult your professor.

Class Attendance

It is understandable that unexpected things happen during a class and for that reason students are able to miss 1 class meeting without penalty. The penalty for missing more than one class will increase with the number of absences (i.e., 2nd absence equals 2.5%, 3rd absence equals 5%, 4th absence equals 7.5%, etc.). If you cannot make it to class on a particular day, you are responsible for e-mailing this information to me before the class begins. The email should have your name, the class title, and the date you missed in the subject line. If you call me before class, you must also e-mail me the same information so that I can add it to my records. Please note that if you are absent when I give a quiz, you will lose those points even if you have given me prior notification. Also, if you miss a class and do not email me about your absence,
you will be counted as missing 2 classes. **Remember, you are an employee. It is not ok to blow off work without contacting your boss.**

**Group Conduct**

All group members are expected to act in a professional manner. That means attending group meetings whenever possible and making alternative arrangements when you cannot meet. Given the current state of technology, there is **no excuse** for poor group participation. If you do not have time to work with your group because of work or family commitments, then you are taking too many courses and you should drop the class. Other group members should not be expected to carry more than their fair share. **If a group member is not meeting the expectations of the group, they may be fired from the group. If you are fired, you cannot do the project on your own.** However, before firing a group member the group **must** document (1) the individual's poor performance and (2) the group's efforts to improve that performance. I strongly encourage you to keep minutes for each of your meetings so that you know what decisions were made, who participated, and what you plan to do in future meetings. These minutes will also be very helpful if you have problems with a group member. Please note that the professor must approve any disciplinary action before it is carried out.

**Marketing Professor Profile**

Dr. Jason MacDonald joined the College of Business & Economics in 2000. He is originally from Newfoundland, Canada and received his BBA and MBA from the University of New Brunswick. Jason has a PhD in International Business and Marketing from the University of Texas – Pan American. He also has a CGBP designation (Global Business Professional). In addition to being a faculty member at Boise State, Jason has taught at Dar Al Hekma (Jeddah) and Alfaisal University (Riyadh), KSA, the University of Torino, Italy, the University of Missouri – Columbia, the University of Texas – Brownsville, the University of Texas – Pan American, and Memorial University, Newfoundland, Canada.

His research interests are in corporate social responsibility, corporate political activity, Internet marketing strategy, ethics, and social media. Dr. MacDonald has published in a number of top academic marketing journals such as the *Journal of the Academy of Marketing Science*, the *Journal of Business Ethics*, *Industrial Marketing Management*, the *Journal of Innovation and Learning*, and the *Journal of Strategic Marketing* and has consulted for numerous Fortune 500 and other large corporations such as Hewlett Packard, Micron Technology, SADAD (KSA), and USG.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Readings/Assignment Due Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>05/7</td>
<td>Intro and class overview The Global Marketing Manager</td>
<td>Chp. 1</td>
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<tr>
<td>2</td>
<td>05/8</td>
<td>The Global Economic Environment</td>
<td>Chp. 2</td>
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<tr>
<td>3</td>
<td>05/9</td>
<td>The Political-legal Environment</td>
<td>Chp. 3</td>
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<td>4</td>
<td>05/10</td>
<td>International Pricing CM Quiz</td>
<td>Chp. 12 CM Quiz ends at 11:59 pm</td>
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<td>5</td>
<td>05/11</td>
<td>Mini Case 1 Country Manager Practice Period Foreign Market Selection</td>
<td>Chp. 7</td>
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<td>6</td>
<td>05/14</td>
<td>The Cultural Environment Marketing Plan Due</td>
<td>Chp. 4</td>
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<td>7</td>
<td>05/15</td>
<td>The Cultural Environment</td>
<td>Chp. 4</td>
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<td>8</td>
<td>05/16</td>
<td>Test 1 (Chapters 1-4, 7, and 12) Country Manager Consulting Day</td>
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<td>9</td>
<td>05/17</td>
<td>Global Marketing Research and Data Sources</td>
<td>Chp. 6</td>
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<tr>
<td>10</td>
<td>05/18</td>
<td>Mini Case 2 Foreign Market entry, Partner Selection, and Distribution</td>
<td>Chp. 8</td>
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<td>05/21</td>
<td>International Product Policy</td>
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<td>12</td>
<td>05/22</td>
<td>Supply Chain Management</td>
<td>Chp. 11</td>
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<tr>
<td>13</td>
<td>05/23</td>
<td>International Branding, Advertising, and Promotion</td>
<td>Chp. 10 Traveler IQ Quiz due by the start of class.</td>
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<td>14</td>
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<td>Corporate Social Responsibility Mini Case 3</td>
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<td>15</td>
<td>05/25</td>
<td>Final Exam (Chapters 6, 8-11)</td>
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