School of Management

MKTG 407 International Marketing
Spring 2011

Class Location: Enterprise Hall #173
Class Meeting Times: Wednesdays 4:30pm – 7:10pm

Professor Contact Information
Name: Dr. Sussan
Office Location: Enterprise Hall 125
Telephone Number: 703-993-9471
E-mail Address: fsussan@gmu.edu
Office Hours: Thursdays 1:45 p.m. – 2:45 p.m.
Or by appointments

Course prerequisites: ‘C’ or higher in MKTG301 and degree status

Course materials: Materials other than the textbook will be posted on Blackboard or distributed in class


Recommended Readings: Major business newspapers and journals (Financial Times, Wall Street Journal, The Economist etc.,) are recommended but not required.
Course Objectives, SOM Learning Goals, and Measurement of Knowledge and Skills:

This course has the following learning objectives and will help you in achieving the learning goals of SOM undergraduate business programs.

Objective A: Multidisciplinary approach to international marketing from the viewpoint of business management

Concept 1: World’s Economic Environment and its impact on international marketing. This addresses SOM Learning Goal 4: Our students will have an interdisciplinary perspective

- Measurement of Knowledge: Quiz on the Stages of World’s Economic environment
- Measurement of Skills: Midterm Exam, interpret Marketing Implications of the Stages of Economic Development

Objective B: Examination of major marketing issues affecting companies operating in global environment.

Concept 2: The Operationalization of Importing, Exporting and Sourcing in International Trade. This addresses SOM Learning Goal 5: Our students will be knowledgeable about global business and trade

- Measurement of Knowledge: Midterm Exam on the Calculation of Import/Export Duties, Shipping charges, FOB/CIF prices of goods
- Measurement of Skills: Final Project, develop Export Financing Strategy and Methods of Payment

Objective C: Students will achieve an understanding of the economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and will develop skills to identify and evaluate international marketing opportunities

Concept 3: The Impact of Global Socio-cultural environment on International Marketing across borders. This addresses SOM Learning Goal 9: Our Students will understand the value of diversity and the importance of managing diversity in the context of business

- Measurement of Knowledge: Quiz on Global Socio-cultural environment
- Measurement of Skills: Final Project, interpret marketing implications of social and cultural environment in a foreign market

Concept 4: Understanding political, legal and regulatory environment and their impact on international marketing decisions. This addresses SOM Learning Goal 7: Our students will be knowledgeable about the legal environment of business

- Measurement of Knowledge: Quiz on Political, Legal and Regulatory environment
- Measurement of Skills: Midterm Exam, Analyze a case study
Concept 5: Strategy on Marketing Mix Decisions. This addresses SOM Learning Goal 10: Our students will be critical thinkers

- Measurement of Knowledge: Midterm Exam on standardization vs. localization of marketing mix
- Measurement of Skills: Final Project, develop a strategic plan for exporting a new product

### Course Schedule

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Topic</th>
<th>Chapters</th>
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<tbody>
<tr>
<td>1 – 1/26</td>
<td>Mapping the World: History and Geography</td>
<td>1, 2, 3</td>
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<tr>
<td>2 – 2/2</td>
<td>Mapping the World: Culture</td>
<td>4, 5</td>
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<tr>
<td>3 – 2/9</td>
<td>Mapping the World: Politics and Economics</td>
<td>6, 7, 9</td>
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<tr>
<td>4 – 2/16</td>
<td>International Product Strategy</td>
<td>13, 14, 8</td>
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<td>5 – 2/23</td>
<td>International Distribution Strategy</td>
<td>15, 12, 10</td>
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<tr>
<td>6 – 3/2</td>
<td>International Promotion Strategy</td>
<td>16, 17, 11</td>
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<tr>
<td>7 – 3/9</td>
<td>International Pricing Strategy</td>
<td>18, 19</td>
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<tr>
<td>8 – 3/23</td>
<td>Midterm</td>
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<td>9 – 3/30</td>
<td>Project Consultation I</td>
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<td>10 – 4/6</td>
<td>Project Consultation II</td>
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<tr>
<td>11 – 4/13</td>
<td>Project Consultation III</td>
<td>Project Parts I+ II due</td>
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<tr>
<td>12 – 4/20</td>
<td>Final Project Presentation I</td>
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<tr>
<td>13 – 4/27</td>
<td>Final Project Presentation II</td>
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<tr>
<td>14 – 5/4</td>
<td>Final Project Presentation III</td>
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<tr>
<td>5/11</td>
<td>Final Exam Day</td>
<td>Final Project Due at 4:30p.m.</td>
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### Student Responsibilities

The student is expected to be prepared for and participate in all classes.

### Evaluation

1. Midterm 350 points
2. Final Project 450 points
3. Peer Evaluation 100 points
4. In Class Participation 100 points

TOTAL POINTS TO BE EARNED 1,000 points

### Grading

Your final grade for the course will depend on the total number of points you earn:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>940 – 1,000 points</td>
<td>A</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
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<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>770 – 799 points</td>
<td>C+</td>
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<tr>
<td>700 – 769 points</td>
<td>C</td>
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<tr>
<td>600 – 699 points</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 600 points</td>
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Class Participation
Exercises and discussion will be a part of almost all classes. All students are expected to be prepared for discussions and to participate in them.

Marketing and management are enhanced by dialogue, and this class will be greatly enhanced when students actively participate. Discussion and dialogue are essential to develop communication skills and explore topics in depth.

Class participation will be worth up to 100 points toward the course grade. You will be evaluated on participation including both speaking and listening, demonstrating the ability to evaluate others’ comments constructively, demonstrating familiarity with assigned readings and working effectively in class.

To earn the full points, you should:
- Volunteer examples, insights and responses in class.
- Demonstrate having read assignments, thought about the questions and analyzed materials.
- Build on the comments of others — disagreeing where appropriate but also supporting the comments and integrating viewpoints.
- Share expertise and experiences relevant to the discussion.
- Comment on the substance and topic of the classes demonstrating integration of the materials.

Please note that attendance is not the same as participation. Attendance is required for participation, but participation requires much more.

Not everyone likes speaking up in a class situation. If, however, a student does not enter into the discussions, there is no way to tell if he or she is learning or understanding the concepts presented. Each student is expected to contribute. You cannot participate if you do not attend class.

Honor Code
The faculty expect students to follow the University’s honor code as presented in the University’s publications.

Students with Disabilities
If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 993-2474. All academic accommodations must be arranged through the DRC.

School of Management Community Standards
The mission of the School of Management at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning.
Students, program participants, faculty, staff, and alumni accept these principles when they join the SOM community. In doing so, they agree to abide by the following Community Standards of Behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

SOM can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the SOM.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

**George Mason University Honor Code**

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

Students are also evaluated individually. While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.

The following paragraph is taken from [http://academicintegrity.gmu.edu/honorcode](http://academicintegrity.gmu.edu/honorcode)

> Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.