Course Title: International Marketing
Course Number: MKTG 407, Section A01, Summer 2015, A Session
Course Description: International Marketing provides a multidisciplinary approach to international marketing from the viewpoint of business management. Examines major marketing issues affecting companies operating in a global environment. Students achieve understanding of economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and develop skills to identify and evaluate international marketing opportunities.

Class Location: Mason Hall, Room D003
Class Meeting Time: Mondays, Wednesdays, and Fridays, 7:00 P.M. to 10:00 P.M.
Final Exam: Friday, June 20, 7:00 P.M. to 10:00 P.M.
Instructor: Jeffrey Kulick
Contact information: I usually return email and phone mail messages the same day I receive them.

University office: Room 136, Enterprise Hall
Telephones (leave a message at any of these numbers):
University: 703-993-2197
Home office: 703-281-2588
Cell: 703-851-6450
Fax: 703-993-1809
E-mail addresses:
University: jkulick@gmu.edu
Personal: jeff.kulick@verizon.net
Office hours: Summer office hours are by appointment. I will be on campus Monday through Friday evenings in classes, and can usually meet students before these classes. I will also be on campus Saturday afternoons.
Course Prerequisites
‘C’ or higher in MKTG 301 and degree status.

Course Materials

We will complete all chapters in the text. The text introduces many concepts, so it is imperative that you read the chapters on a timely basis. Do not fall behind in the reading.

You may find it helpful to review the website and related support materials for the text: [www.mhhe.com/cateora16e](http://www.mhhe.com/cateora16e).

I highly recommended, though do not require, daily reading of the business sections of either *The Washington Post* or *The New York Times*. You should also consider a subscription to a business-oriented periodical such as *The Wall Street Journal*, *The Financial Times*, *Business Week*, or *The Economist*. Students are expected to keep up with current events in global business.

I will provide you with additional materials from other sources during class. The materials include videos appropriate to the class discussion and other books, magazines, maps, etc. The classroom discussions and presentations will be the basis for insights and understanding of key concepts. These materials will be the basis for examination questions. You will also find these materials very effective starting points for your journal entries.

From time to time, class work and the text will be supplemented by *suggestions for outside reading*. These *suggested* materials will be for your interest and development, and they will not be the basis for examinations.

Course objectives
The course features a multidisciplinary approach to international marketing from the viewpoint of business management. We will examine major marketing issues affecting companies operating in global environment. You will develop an understanding of the economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and you will develop skills to identify and evaluate international marketing opportunities.

The course objectives will map to the School of Business Undergraduate Learning Goals as follows:
1. **Our students will be competent in their discipline.**
   You will understand how the marketing mix is used internationally and key issues around research. These will help you create an acceptable marketing plan for businesses involved in international marketing.

2. **Our students will be effective communicators.**
   You will develop and use business writing skills through the journal project.

5. **Our students will be knowledgeable about global business and trade.**
   The focus of this course is on international business and trade. Please see the paragraph above.

6. **Our students will recognize the importance of ethical decisions.**
   Ethical decision-making follows from understanding cultural differences.

7. **Our students will be knowledgeable about the legal environment of business.**
   You will examine differences in legal systems and be introduced to other legal issues as part of the fundamentals of above.

9. **Our students will understand the value of diversity and the importance of managing diversity in the context of business.**
   Diversity is a particular focus in cultural considerations, personal selling and sales management and negotiations.

10. **Our students will be critical thinkers.**
    You will develop a strategic approach to marketing that incorporates international opportunities and how the firm and its marketing respond to these opportunities.

School of Business Undergraduate Learning Goals #2, #4, and #8 are not specifically addressed in this course.

Your progress against these goals will be measured in the examinations and journal project.

**Class structure**

The course incorporates three basic elements or approaches – introduction of concepts through reading and lectures, application of these concepts through class exercises, and integration of the concepts in a semester-long writing project.

During the first classes, the emphasis will be on building a foundation through the introduction of concepts. Later classes continue to introduce new material and will build on the foundation to create a comprehensive view. Class discussion will form a crucial element to integrate the concepts. As such, class participation is essential for students to get full value from the class.

You will regularly be assigned cases from the text for classroom discussion.
You are responsible for your learning. The quality of your learning will dramatically increase if you are well-prepared for class. You will be provided with Reading Assignments to help you focus on the main concepts in the textbook chapters. Careful reading of the text is essential; you cannot rely on the presentation slides to develop an understanding of the material and prepare for the examinations and assignments.

Class attendance and participation are expected. You will be tested on materials in the reading and class discussions.

Your learning will be evaluated in three different ways:

- Examinations. There will be one mid-term exam and one final exam.
- Class-long project. You will write regular entries in a journal format exploring the topics discussed in class and from the reading. You will select a product, company and foreign market, all of which will be lenses for your discovery and integration.
- Class participation. See page 6.

Grades
You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. Exams and assignments are not given letter grades.

Points may be earned as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>Mid-term Exam</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>Final Exam (comprehensive)</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>Points from Examinations</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>Journal Project</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>Class participation</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>TOTAL POINTS TO BE EARNED</td>
<td>C+</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Your final grade for the course will depend on the total number of points you earn:
Excellent demonstrations of understanding, application, integration and clear understanding will distinguish efforts that receive the highest points in assignments. Concise, insightful responses and comments are preferred over rambling, unfocused responses.

Please note:
The University considers a B to be a good grade. The School of Business considers a B to be a good grade. I consider a B to be a good grade. I hope there are many A’s in the class, but an A is a grade that is not earned automatically. Grades are not negotiated.

Examinations
Exams will be closed-book, closed-notes. The final will be comprehensive final. The exams will consist of objective questions and essay questions. As the schedule permits, the class will review major concepts before the exam.

The exams will cover the textbook materials, supplemental materials from the class and all in-class presentations.

Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, calculators and similar devices. Any student using such devices during an exam or any form of cheating during the exam will result in a grade of zero for the test.

Consistent with University policy, only provable, i.e., documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Please note the date and time for the final exam.

If an examination is missed, you must make up the exam within one week. Unless you have made prior arrangements, a missed exam will result in a penalty of 10 percent of the total for the examination.

You must read the text. Lecture, notes and summaries will help you understand the text, but they cannot be considered an adequate substitute for reading the text.
Specific responsibilities
To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations.

Attendance is expected. Much of the material will be developed in class and in discussion.

If there are emergencies or unavoidable absences, you should contact me prior to the class. You must arrange to get handouts and assignments from fellow students or Blackboard.

Detailed class and reading assignments will be made during the course. Cases for each chapter will be identified prior to the class. Assignments will be posted on Blackboard.

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 50 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.

**Written materials**
All written reports should be neatly typed, legible and free of errors in grammar and spelling. Journal should have a title page showing a title for the report, course name and number, date due and the student’s name.

All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, late work will receive a lower grade. All work must be completed by the final examination.

You will receive a specific assignment on the course-long project. You will be required to do some research on the product and country of choice. You should be able to complete a great deal of this using the electronic databases available at the University Libraries.

**Resources**
The Writing Center is a valuable resource for students. If you are unfamiliar with business writing, or if your writing skills are not as strong as you’d like, please plan a little extra time to get help with the Writing Center. Your writing will be part of the grading for the journal.

**Students with Disabilities**
If you are a student with a disability and you need academic accommodations, please see me and contact The Offices of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.

**Community Standards of Behavior**
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.

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.
Matrix Showing Key Topics, Textbook Reading Schedule, Assignment Due Dates and Exam Schedule

Events that will be graded are in **bold face**.

<table>
<thead>
<tr>
<th>Class, day and date&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Key Topics</th>
<th>Student Responsibilities (Textbook unless noted)</th>
<th>Milestones and Key Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1 Mon., May 18</td>
<td>Introduction; Syllabus; semester project; expectations; using the textbook; international marketing; domestic and global environment; self-reference criterion; ethnocentrism; stages of marketing involvement</td>
<td>Chap. 1 <em>The Scope and Challenge of International Marketing</em></td>
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<tr>
<td>Class 2 Wed., May 20</td>
<td>Current status; Balance of Payments; protectionism; barriers to trade; opponents of free trade; historical background; geography; demographics</td>
<td>Chap. 2: <em>The Dynamic Environment of International Trade</em> and Chap. 3: <em>History and Geography: The Foundations of Culture</em></td>
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<tr>
<td>Class 3 Fri., May 22</td>
<td>Culture; elements of culture; cultural knowledge; changing cultures; adaptation; management styles; gender bias; ethics; strategy and culture</td>
<td>Chap. 4: <em>Cultural Dynamics in Assessing Global Markets</em> and Chap. 5: <em>Culture, Management Style and Business Systems</em></td>
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</tr>
<tr>
<td>Class 4 Wed., May 27</td>
<td>Sovereignty; forms of governments; political risks; political vulnerability; legal systems; international dispute resolution; intellectual property rights; commercial law; cyberlaw</td>
<td>Chap. 6: <em>The Political Environment: A Critical Concern</em> and Chap. 7: <em>The International Legal Environment: Playing by the Rules</em></td>
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<tr>
<td>Class 5 Fri., May 29</td>
<td>International market research; research process; secondary data issues; primary data issues; multicultural research; estimating demand; marketing and economic development; marketing in developing countries; BEM; the Americas</td>
<td>Chap. 8: <em>Developing a Global Vision through Marketing Research</em> and Chap. 9: <em>Economic Development and the Americas</em></td>
<td>Journal Project Part One due</td>
</tr>
<tr>
<td>Class 6 Mon. June 1</td>
<td>Economic union; EU; global markets; Europe; Africa; Middle East; integration;</td>
<td>Chap. 10: <em>Europe, Africa and the Middle East</em></td>
<td>Concept Review for Mid-term Exam</td>
</tr>
<tr>
<td>Class 7 Wed., June 3</td>
<td>Dynamic growth in Asia-Pacific; Japan; BOPM; metrics; trade associations; China</td>
<td>Chap. 11: <em>Asia Pacific Region</em></td>
<td>(repeat Concept Review as needed)</td>
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<tr>
<td>Class 8 Fri., June 5</td>
<td><strong>Mid-Term Exam</strong></td>
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<tr>
<td>Class 9 Mon., June 8</td>
<td>Global marketing management; planning; market entry strategies; organizing the company</td>
<td>Chap. 12: <em>Global Marketing Management: Planning and Organization</em></td>
<td>Journal Project Part Two due</td>
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1 All classes meet 7:00 p.m. to 10:00 p.m.
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<thead>
<tr>
<th>Class 10</th>
<th>Wed., June 10</th>
<th>Quality; products and culture; diffusion of innovation; product components; consumer services; brands; global business-to-business marketing; global standards; business services; trade shows; B2B relationship marketing</th>
<th>Chap. 13: <em>Products and Services for Consumers</em> and Chap. 14: <em>Products and Services for Businesses</em></th>
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</thead>
<tbody>
<tr>
<td>Class 11</td>
<td>Fri., June 12</td>
<td>Channel-of-distribution structures; distribution patterns; alternatives; middlemen; factors affecting choices; channel management; internet; exporting and importing</td>
<td>Chap. 15: <em>International Marketing Channels</em></td>
</tr>
<tr>
<td>Class 12</td>
<td>Mon., June 15</td>
<td>Integrated marketing communications; sales promotion in international markets; advertising; creative challenges; constraints; media planning; international sales forces; recruitment; motivation; compensation; cultural awareness</td>
<td>Chap. 16: <em>Integrated Marketing Communications and International Advertising</em> and Chap. 17: <em>Personal Selling and Sales Management</em></td>
</tr>
<tr>
<td>Class 13</td>
<td>Wed., June 17</td>
<td>Pricing policies; approaches to international pricing; exchange rates; free trade zones; leasing; countertrade; transfer pricing; dangers of stereotypes; culture and negotiation</td>
<td>Chap. 18: <em>Pricing for International Markets</em> and Chap. 19: <em>Negotiating with International Customers, Partners and Regulators</em></td>
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**Journal Project**
Part Three due
Concept Review for Final Exam (repeated)

**Friday, June 19 – Final Exam, 7:30 P.M. to 10:15 P.M.**