Course Title: International Marketing
Course Number: MBA 718 - 001 41564
Course Description: International Marketing addresses marketing process for products and services within major international markets. Topics include marketing mix strategies using standardization, localization, or globalization approaches. Emphasizes the introduction of service innovations and new products in the global market.

Prerequisites:
Completion of MBA core requirements, or permission of instructor.

Class Location: Online delivery via Blackboard
Class Meeting Time: Tuesdays, 7:20 pm – 10 pm

Instructor: Professor Constant Cheng, PhD

Contact information:
University office: Marketing Faculty on-campus office in ENT 175
Office Hours: Via email
Contact: Please contact me via email in the first instance.
E-mail address: ccheng5@gmu.edu

For emergency, please leave a message at (571) 318-9186
Course Materials
There is a recommended text for this course. We will also be using a course pack.

The recommended text is:

Global Marketing Management: Masaaki (Mike) Kotabe; Kristiaan Helsen

- Publisher: Wiley
- Print ISBN: 9781119563112, 1119563119
- eText ISBN: 9781119563105, 1119563100
- Edition: 8th
- Copyright year: 2020

It can be purchased or rented directly from:


You will also need to purchase the course pack for the cases and readings that will be used for your quizzes and class discussions. The Course Pack Title: MBA 718 International Marketing Summer 2020 from Harvard Business Publishing.

You will need register as a student user in Harvard Business Publishing first. This link tells you more about student registration and course purchase:


To purchase and access your course pack online, you will need this unique link to access the coursepack:

https://hbsp.harvard.edu/import/720087

To receive help when placing an order for course materials:

U.S./Canada: (800) 545-7685
E-mail: custserv@hbsp.harvard.edu.
Course objectives
The course objectives will map to the School of Business Graduate Learning Goals as follows:

2. Knowledge of Functional Business Disciplines: Identify and represent knowledge of all core functional areas of business and an ability to integrate them into a meaningful firm-level perspective. At the completion of this course you will have a solid foundation in the discipline of international marketing, the tools of international marketing, the international marketing mix and how international marketing is integrated into the organization as a whole. The focus of the course is to prepare you to be able to make informed, responsible and creative decisions affecting the organization and its marketing.

4. Contemporary Issues in Business:
   • Identify relevant economic, political, and social factors that impact business conducted both within and across national boundaries
   At the completion of the course, you will understand the dynamics and factors in assessing international markets, how the individual elements contribute to the whole and, specifically, ethics in an international marketing context.

As the course is integrated into the MBA program, Learning Goals 1 and 3 will not directly be addressed in this course, though the course supports the goals indirectly.

Online class attendance and participation are expected. We will be working on the group project milestones based on the schedule. Online consultation for each group will be arranged by appointment and be made available on Blackboard using Blackboard Collaborate Ultra.

Grades
Your learning will be evaluated in several different ways:

• Examination. There will be one comprehensive final exam.
• Discussions Participation for 3 cases in Discussion Forum
• Case studies and Quizzes. There will be 3 quizzes based on the case studies.
• Class project. A group project on international marketing plan.

You can earn up to 1000 points for this course. The 1000 points may be earned as follows:

Quizzes, Discussions, and Exam
- Quizzes 150 points
- Discussions 150 points
- Exam 200 points

Project:
- Group Final Report 500 points
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>930 – 1,000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 999 points</td>
<td>A–</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B–</td>
<td>2.7</td>
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<tr>
<td>730 – 799 points</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>Below 700 points</td>
<td>F</td>
<td>0.0</td>
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Examination
There will be one final exam. The exams are online, and open book. The exams will cover the course materials from the class and all in-class presentations.

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 and vacations are not acceptable absences. There are no make-up exams or adjustments to satisfy the convenience of those who missed exams without prior approval.

Group project: Milestones and evaluations
The class will be divided into groups. You will be assigned into a group of 5 members, including yourself. As a group, you will gather work together to produce an international marketing plan. The final product will be worth 50% of the total grade. For further details, please consult the document called “Project Description” which is available on the Blackboard.

Teamwork is always challenging. Each team member is responsible for making the group work. Free riders and bullies will not be tolerated. As an incentive, as a group, the group will evaluate all members of the group collectively at the end of the semester. It is therefore in everyone’s interest to work effectively. Your individual marks for the group projects will be given proportionately according to your overall contribution rated by your team members and quality of your work at the end of the semester.

Further information about the group project description, project agreement, project rubric and marking guides, and group evaluation are provided on separate documents which are posted on the blackboard.
Written materials
All written reports should be checked for grammar and spelling, well presented and properly referenced with APA format. Reports should have a title page showing a title for the report, course name and number, date due and the student’s name(s). All written assignments must be submitted in electronic format (Microsoft word and/or Power Point), along with a hard copy of the identical document.

To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the Publication Manual of the American Psychological Association, 6th Edition or at http://owl.english.purdue.edu/owl/resource/560/01/.

To help manage the citations and create reference lists seamlessly, Mason supports free software called Zotero at https://www.zotero.org/.

Also, please submit all documents in Microsoft Word format only, so feedback can be provided with marked changes. All work is due and to be submitted online by 11:59 pm on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. All work must be completed by the last day of class.
Community Standards of Behavior
The mission of the School of Business 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 School of Business 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.

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

Please also review The School of Business Standards of Behavior posted on the subject Blackboard, under “Policies and Expectations”.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code, as GMU is an Honor Code University. Please see the University Catalog for a full description of the Code and the Honor Committee process. 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.

The principle of academic integrity is taken very seriously, and violations are treated gravely. In this course, academic integrity means that when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. You will use APA style.

Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class
will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

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. Please adhere to the Honor Code. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

Please read the “Recommendations for Honor Code Violations Graduate Students” under “Policies and Expectations” on the Blackboard for further information.

**Student resources**

You should use the GMU library resources to make your research more effective and efficient. We will discuss some available databases in class, but you are expected to know how to use electronic database resources. If you are having problems finding the information you need, you should use the available research guides/tutorials or contact Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian Fenwick Library Fairfax Campus: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

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 703-993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at [http://www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)

If business writing is unfamiliar or if it is not one of your strengths, you are encouraged to seek the support of the Writing Center or a similar resource. Assignment papers will be evaluated by the quality of writing and clarity of expression among other criteria.

Counseling Center: George Mason University has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at [http://www.gmu.edu/departments/csdc/](http://www.gmu.edu/departments/csdc/)

The University Catalog, [http://catalog.gmu.edu](http://catalog.gmu.edu), is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at [http://universitypolicy.gmu.edu/](http://universitypolicy.gmu.edu/). All members of the university community are responsible for knowing and following established policies.

Please visit “Student Services” under “Policies and Expectations” on the Blackboard for quick links to the aforementioned student services.
# MBA 718 Course Schedule

<table>
<thead>
<tr>
<th>Tuesday</th>
<th>Key Topics and Objectives</th>
<th>Reading</th>
<th>Work</th>
<th>Project Goals &amp; Activities</th>
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<tr>
<td><strong>Week 1:</strong> April 28</td>
<td>Introduction to Global Marketing Syllabus; Group Project; Group Formation</td>
<td>Read Syllabus and Group Project Description</td>
<td>Be familiar with Blackboard Collaborate</td>
<td>Introduce yourself in Global Meeting Place Group Formation and Appoint team leader</td>
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<tr>
<td><strong>Week 2:</strong> May 5</td>
<td>Assessing the Global Marketing Environment and understanding Global Market Trends</td>
<td>Read Chapter 2 Economic Environment</td>
<td>Discussion 1: Manufacturing Location: The USA or China due by May 5 Tuesday 11:59 pm</td>
<td>Group Contract and Project Schedule due by Tuesday 11:59 pm</td>
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<td><strong>Week 3:</strong> May 12</td>
<td>Defining Unique Value Proposition and Analyzing Global Opportunities and Destination Market</td>
<td>Read Chapter 6 Global Marketing Research <strong>Credit Suisse Emerging Consumer Survey 2019</strong></td>
<td>Discussion 2: Uniqlo’s Global Expansion From Tokyo to the World Due by May 12 Tuesday 11:59 pm</td>
<td>Milestone 1.1 and 1.2: Destination Market Analysis, and competitor analysis, and SWOT due Sunday, May 10 at 11:59 pm</td>
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<td><strong>Week 4:</strong> May 19</td>
<td>Marketing Objectives, competitor analysis, Segmentation, targeting segments,</td>
<td>Read Chapter 7 Global Segmentation and Positioning</td>
<td>Case 1 and Quiz: Daytwo – Going to Market with Gut</td>
<td>Milestone 2. and Value Proposition, Marketing Objectives, Sunday, May 17 by 11:59 pm</td>
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</table>
| Week 5      | Global marketing mix strategies I: Global Product
|            | Global Promotion
|            | Read Chapter 11 Global Product Policy Decisions
|            | II: Marketing Products and Services
|            | Read Chapter 4 Global Cultural Environment and Buying
|            | Behavior: Adapting to Culture, and Culture and the Marketing Mix only from pp. 128 onwards
|            | Read Chapter 5 Global Political and Legal Environment: Issues Transcending National Boundaries only, pp. 176 onwards
|            | Read Chapter 13 Global Communication Strategies
|            | **A New Look at Faith-Based Marketing: The Global Halal Market**
|            | **Case 2 and quiz:** **AmorePacific Hong Kong: Marketing Korean Beauty Products**
|            | due May 26 Tuesday by 11:30 pm

| Milestone 3: Segmenting, Targeting, and Positioning due Sunday May 24 by 11:59 pm |

| Week 6      | Global marketing mix strategies II: Global Distribution
|            | Global Pricing
|            | Developing Global
|            | Read Chapter 12 Global Pricing
|            | Read Chapter 15 Global Logistics and Distribution
|            | **Discussion 3:** **Coach take on China**
|            | due June 2 Tuesday by 11:59 pm
|            | **Milestone 4:** Marketing Mix Strategies and Market Entry Strategies due Sunday May 31 by
<table>
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<tr>
<th>Week 7</th>
<th>Planning, Organization, and Control of Global Marketing</th>
<th>Read Chapter 17 Planning, Organization, and Control of Global Marketing</th>
<th>Case 3 and Quiz: The Dark Horse in the Global Smartphone Market due June 9 Tuesday by 11:30 pm</th>
<th>Milestone 5: Financial analysis, implementation and control, and contingency plans due Sunday June 7, 11:59 pm</th>
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<tr>
<td>June 9</td>
<td>Establishing value: Investment opportunity, financials &amp; financing round and exit strategy</td>
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<td></td>
<td>Final Exam overview</td>
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<td></td>
<td>Market Entry Strategies</td>
<td>Read Chapter 3 Financial Environment: on Foreign Exchange and Foreign Exchange Rates Only, pp. 76–82</td>
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<td>Read Chapter 16 Export and Import Management</td>
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<td>Week 8</td>
<td>Final Project and Final Exam</td>
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<td>Final Group Project including team evaluation due on Tuesday, June 16 by 11:59 pm</td>
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<tr>
<td>June 16</td>
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<td>Individual Reflection Paper due on Thursday, June 18 by 11:59 pm</td>
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