

**BOSTON UNIVERSITY: SMG MK 467 – INTERNATIONAL MARKETING  
COURSE OUTLINE AND SCHEDULE  
Summer 14**

**Instructor: Peter McDonald**

**NB: IN ORDER TO DELIVER THE REQUIREMENTS OF THIS COURSE, CLASSES BEGIN ON FIRST SUNDAY AFTER STUDENT ARRIVAL IN SYDNEY**

**Prerequisites:** Prior coursework in core marketing is required as the course builds upon these fundamentals. Fluency with the basic principles and skill sets developed in consumer behavior and market research is also highly recommended since the class and project consistently leverage this knowledge base.

**COURSE OBJECTIVES:**

The principal objective of this course is to help you develop a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets. During the semester, you will learn about the key environmental forces shaping consumer needs and preferences, the impact of foreign political and economic factors on companies, the influence of international competition, market segmentation and strategy decisions specific to international marketing. You will:

- Assess various foreign markets
- Analyze the impact of cultural, social, political and economic factors on marketing strategies
- Determine when to use different market entry and penetration strategies
- Examine the different skills and systems required to implement marketing strategies across country borders

By engaging your best efforts, you will enhance your understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.

**COURSE MATERIALS:**

Most materials for this course will be provided through BU Blackboard Learn. All students must be able to access this site.

There are 2 phases of study in this course:

**Phase 1: Market Evaluation**

**Culture, Research, Opportunity Assessment and the Challenges of going Global**

Examines culture and the impact that culture has on success. This section also looks at the tension between global vs. local execution of marketing strategies and how to best use research to mitigate the inherent risks involved with global expansion. In addition we will study entrepreneurial ventures in international markets, the adoption of new innovations in foreign markets and looks at the particular challenges of emerging markets.

*Phase I Deliverables: Current Events, Deliverable I and 2 presentations, Midterm*

**Phase 2: Execution Plan**

**Market Entry, the Marketing Plan and Financial Projections**

In the second half of the semester, we will examine issues around market entry and international distribution including an overview of various market entry strategies, channel choice and channel partnerships. We will take a deeper look at different pricing strategies and advertising options in the context of international marketing. Finally we will learn how to translate the marketing

decisions we make into concrete financial projections that will allow us to determine whether international expansion makes good business sense.

*Phase II Deliverables: Current Events, Vietnam Case Analysis, Deliverable 3 and 4 Presentations*

**ATTENDANCE:**

Attendance in class sessions, field trips, and examinations is mandatory. Deadlines for all written work and presentations are final. Please consult the program handbook for details.

**GRADING:**

➤ Class participation	25%
➤ Team Project	30%
➤ Case Analysis	10%
➤ Current event report	10%
➤ Examination	25%
➤ Total	100%

***Class Participation*** (25% of your grade)

Class participation is critical to the success of this course and also provides an opportunity to develop the oral communication and persuasion skills that are essential in the practice of marketing. Effective class participation includes:

- **Adequate preparation for each class session.** You are expected to come to class prepared to engage in an informed conversation about class material. Discussion questions are routinely provided as a guide for your class preparation. These are for your use and are not collected or graded.
- **Contributions to in-class discussions.** The success of in-class case discussions depends to a great degree on the thoroughness and quality of your preparation. A thorough analysis will help foster a high level of lively conversation and debate, and will assist you in your personal preparation. You are required to come to class prepared for a case discussion by reading the case, considering the case questions, and by making a connection. You should be prepared to be an active participant in the discussion of each case. You may be called upon to open the case discussion. Opening a case involves an overview of your observations and insights beyond the basic case facts. Your in-class contributions will be judged on the basis of whether or not they facilitate the process of collective learning in the classroom. High quality contributions are efficient, relevant to the discussion at hand, and cognizant of the flow of arguments on the table. Quality does not entail simple repetition of case facts or previous commentary. Quality contributions help others learn by synthesizing multiple points of view, redirecting a discussion that has hit an impasse, clarifying ambiguities, or provoking debate. Quality participants respect others' opinions and take care not to dominate the conversation. A good class citizen also turns off his/her cell phone before coming to class and does not use his/her computer for IM'ing or surfing. Using these criteria, class contributions are judged using the following scale: (3) outstanding, if this person were not contributing today the quality of the class discussion would have been significantly diminished; (2) good, helpful and on-target comments; (1) attending non-participant or one with repetitive, non-value-add comments; (-1) absent, late, or

destructive class commentary. The instructor WILL call on students randomly during any discussion.

- **No Cell Phones, IM'ing, Surfing or Gaming.** *Cell phones must be turned off at the start of class sessions. Those who are emailing, IM'ing, gaming, or performing any other non-class related activity will be penalized in class participation.*

### **TEAM PROJECT (30%)**

As you work on the project, you should develop a deeper understanding of the marketing competencies required to do business across international borders. The project has three deliverables:

- Deliverable 1 – Market opportunity analysis, and consumer targeting. This should also include a cultural analysis/understanding of your country and implications for product acceptance.
- Deliverable 2- Infrastructure and Distribution
- Deliverable 3- Market launch plan

It is expected that Deliverables 1-2 will be 10 minutes in length plus questions and answers. Deliverable 4 is a 20-minute in-class presentation (plus 5 minute Q&A) that summarize your strategy and Marketing Plan to launch your product.

The grade is based on Deliverable 3, which should include the implications and key details from Deliverables 1-3.

For further information on the Team Project, please refer to the Team Project Description handout.

### **CASE ANALYSIS (10%)**

In addition to daily preparation, you will be required to analyze, write-up, and submit the Vietnam case.

#### *Vietnam Case*

This assignment will require you and a partner to submit a 3 to 4 page analysis of the Vietnam case (type-written, double spaced, 10 point font with standard margins). Cases shorter than three pages or longer than four will not be accepted (excluding any appendices). Each case write-up will address the case discussion question listed in the syllabus, including your recommendations to address the key issues. Your analysis should go beyond the case facts. Good case analyses will tie-in learning from the readings, class discussions, and your personal experience. To receive an A, you should structure an argument using case facts, course frameworks and/or learning, and at least one source from outside of the case. A simple recap of the case facts that includes only the most obvious observations will not be graded favorably.

This assignment will be done in small teams with a minimum of 2 students, and a maximum of 3 students. Students may choose their own team members and do not have to include members from your assigned semester project team. Any students who are having trouble finding a teammate should see the professor for a team assignment at least 1 week prior to the due-date. Individual case write-ups will not be accepted. Submission of all written work is done through the library by the deadlines as per program documents.

### **CURRENT EVENT IN-CLASS REPORT (10%)**

Reading current articles regarding events in the business world will help illustrate the concepts and issues we discuss in class. The current event presentation is a team presentation that will require you to research several articles, discuss them as a team, relate the articles to each other and put together a power point presentation of your thoughts and conclusions. When your group number appears on the course schedule, your group will report on minimum of 2 articles from current periodicals relevant to the topic outlined in the syllabus. The articles should be within the past 12 months.

This is a 2-3-person group effort. Each team will submit a power point presentation and be prepared to present a 15-minute oral summary of their topic and the articles that support this topic. 5-10 minutes for Q&A. Your report should include:

1. Brief summary of the topic
2. How the articles relates to the topic and to each other
3. The impact of the topic on international marketing
4. Other reactions, observations and opinions

### **EXAMINATION (25%)**

The midterm and final exams will focus on the concepts discussed in class. It will consist of multiple choice, short answer, fill-in-the-blank questions and one case-type question. To prepare for the exam, you should attend each class and be sure to read all assigned readings. Anything covered in class or in the assigned cases or articles could be included in the exam.

Grades will be assigned based on BU standards, where an A is “excellent,” B is “good” and C is “Satisfactory” or “Average.” An average student is one who shows up, understands most of the material, contributes to class discussion during at least half the sessions, and performs adequately on the assignments. If you hope to receive a higher letter grade, *your performance has to be above average.* “D” and “F” letter grades will be given if the student demonstrates poor performance.

### **Course Grading Criteria**

<b>Grade</b>	<b>Range (%)</b>
A	94-97
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
F	Below 65
Incomplete	0

### **Academic Conduct Code**

Students in the SMG MK467 class are expected to read and abide by the BU Academic Conduct Code, accessed: <http://www.bu.edu/academics/policies/academic-conduct-code/>