Class Meets:       February 6 to May 16 2016
                   Monday 6pm to 8:45pm

Instructor:       Mark S. Baylor, Ph.D., MBA

Office Hours:     By appointment only

Phone/Text:       Cell: 610-329-1615

E-mail:           msbaylor@udel.edu or mark@msbaylor.net

Required Text:    International Marketing, 11th edition
                   Terpstra, Foley, Sarathy
                   Naper Publishing Group
                   ISBN: 978-0-9817293-8-1

Recommended Readings: Wall Street Journal
                      Business Week

Course Objective: The objective of this course is to introduce students to the
                  distinctive challenges that arise for firms that market their goods,
                  services and information internationally. Students will have a
                  capacity to think globally in the context of business planning,
                  marketing strategy and decision making.
Learning Objectives: At the completion of the course students will be able to:

1. Understand the critical elements, which underlie international marketing.

2. Understand the multi-faceted nature of competitive advantage in a global setting.

3. Work in contexts that feature a diversity of legal and ethical systems.

4. Understand the reasons for standardized and customized global marketing strategies.

5. Understand how international competition shapes and alters society.

6. Understand the different entry strategies for gaining access to global markets.

7. Understand how to recognize and assess the different types of business risk in a global context.

Grades: Grades will be determined as follows:

Tests 50%
Research Topic 15%
Case analysis and presentation 20%
Class participation 15%

The plus/minus grading scale will be used.
Class participation does not mean attendance. Participation is based upon students’ engagement in the lecture and discussion.

Make-up Policy: Students are responsible for material covered in class, required reading, case analysis and presentation and required tests. Any deviation from this, which would require make-up work of any kind, must be discussed specifically with the instructor.

Drop Policy: The University “Drop Policy” will be followed.
## COURSE OUTLINE

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Case/Research Presentations: The specific requirements for case presentations and research presentations will be discussed during the first class. Students who either miss this class or are not clear on the case presentation requirements must contact the instructor.

Disabilities: Students with physical or learning disabilities who have special needs with regard to course participation must identify themselves to the instructor during the first week of the semester.

Attendance: Students are expected to attend all classes in the course. If a student cannot attend class, please notify the instructor by e-mail or by phone prior to class.

Academic Integrity: The university policy on academic integrity will be adhered to during this course. Students who are unclear as to the policy of the university regarding academic integrity must contact the instructor.

Notes:
Research References

US Dept. of State:  www.state.gov

Country Marketing Plan:  www.tradeport.org

Michigan State University Center for International Education and Research  
http://globaledge.msu.edu

The Economist:  http://www.economist.com

Economic Intelligence Unit:  http://www.eiu.com


Institute for International Economics:  www.iie.com

The McKinsey Quarterly:  www.mckinseyquarterly.com

Organization for Economic Cooperation and Development:  www.oecd.org

Transparency International Corruption Index:  www.transparency.org

United Nations Conference on Trade and Development:  www.unctad.org

International Monetary Fund:  www.imf.org

A.T. Kearney:  www.atkearney.com

European Bank for Reconstruction and Development:  www.ebrd.org

World Health Organization Human Development Index:  www.undp.org

World Economic Forum:  www.weforum.org

Financial Times:  http://news.ft.com

The Heritage Foundation:  www.heritage.org

Notes:
Marketing Case and Presentation

Option 1

Interview a person who is engaged in some form of international marketing. Provide background information on the individual and company or organization. Focus your presentation on the challenges faced by this individual which relate to the function of international marketing.

Option 2

Identify a company which is either not presently engaged in international marketing, or engaged in a very limited degree. Create a plan to market its products or services internationally, or increase its international marketing presence. Provide a proper rationale for your recommendations.

Option 3

Create a new product or service that you believe has potential for international marketing. Describe how you would market this new product or service internationally. This assumes that you have considered the supply side adequately and can explain how and where you will source your new product or service.

General Requirements

The above project is intended for students to comprehend the numerous factors which impact upon international marketing planning, policy and execution. Therefore, your analysis should be comprehensive, and include several of the aspects mentioned below.

Product and/or service to be marketed
Regions and/or countries to be considered
Target Market(s)
Economic environment
Political environment
Cultural considerations
Competitive environment
Natural environment
Technological environment
Entry mode
Distribution strategy
Pricing strategy
Promotion Strategy

The written report should be between 5 to 10 pages double spaced. A class presentation is required and the use of PowerPoint is encouraged, but not required.
Teaching Methodology

This course will include three areas of learning in order for students to develop a comprehensive understanding of the subject. They are as follows:

● Conceptual Learning – The understanding of concepts and theories, which are presented in the textbook, reading materials, and lecture.
● Applied Learning – The use of practical examples and field experiences, which apply the concepts learned to practical examples. Case presentations are examples of applied learning.
● Creative Learning – The advancement of both conceptual and applied learning to consider what is possible or “what could be”, as compared to “what is”.

Student Responsibilities

This course is designed to increase your understanding of the subject matter, and as such, class time will be devoted to discussing relevant topic areas from an educated and informed position, not strictly reviewing the reading material. Your goal is to challenge your personal thinking about topics related to the subject by exchanging ideas with class members in a collegial and professional manner. In addition, education is a collaborative partnership. As such, we each have responsibilities if the partnership is to be successful.

The instructor’s responsibilities include course preparation, professionalism, and the creation of a non-threatening environment that is conducive to learning. As a student, you are expected to:

● Be prepared for each class; do course readings before class and be prepared to actively engage in the class discussion. Class time will be used to highlight information and give you opportunities for more in-depth understanding of the material.
● Attend class; It is imperative that you attend class. Key learning and understanding often occurs in class. Students are required to contact the instructor in advance if more than 10 percent of class time is missed. If a class is missed, it is the student’s responsibility to determine what needs to be made up and the preparations needed for the next class. Handouts will not be held for students who miss class.
● Be on time; lateness to class affects not only the late student, but also everyone else in the class. Excessive and ongoing lateness will be considered as absences from class.
● Actively participate in the class discussion and activities; students’ class participation component of the final grade will be based on the following:
  √ Students’ intelligent and collegial contributions to class discussions, case analyses, and active participation in group activities;
  √ Students’ ability to contribute comments that are insightful, relevant and advance the discussion rather than restating previous comments;
  √ Quality comments rather than quantity of comments are required; and
  √ Attendance alone is not synonymous with participation.
● Submit your required work on the designated date; late papers will not be accepted.
Case Presentations

Case presentations are an integral component of applied learning. This aspect of the course is designed to reinforce the concepts taught in class and in the text, and develop and explain the actual application in the working world.

This is a shared learning experience. Therefore, students assume the temporary role of an instructor during the case presentation. The student is expected to teach the other students by sharing his/her experience and knowledge gained during the field experience work. This is the primary purpose of the field experience and case presentation.

The case presentation should therefore be both informative and interesting to the class, and the student is expected to achieve a shared learning experience in class. There are no specific visual requirements for the case presentation. Students have the option to use any of the following media for presentation purposes.

- PowerPoint
- Video
- Overhead projection
- Brochures, company samples, promotional materials, or products

Hard copy of some form must be turned in to the instructor. PowerPoint slides, overhead slides, etc. are acceptable. If no visuals are used in the presentation, the student is expected to turn in an outline of the case presentation. Guest speakers are permitted and encouraged, subject to prior consent of the instructor.

Suggested Research Topics

- GDP and GDP per Capita Data Revision
- Tax Havens and Transfer Pricing
- Dumping (price)
- Black Market and Parallel Trade
- Trading with the Enemy
- Corruption, Bribery and Transparency International
- Non-Tariff Barriers – a comprehensive look
- Negotiating across cultures
- Human Trafficking
- International Law Development

General

Learning is challenging, and should be interesting and rewarding. Let’s enjoy the learning experience with enthusiasm and make it a great semester!