

BUS 441 INTERNATIONAL MARKETING

Syllabus

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COURSE CREDIT:

Three Semester Hours

PREREQUISITES:

Principles of Marketing (BUS 304) with a minimum grade of C. Please send the instructor a copy of a transcript evidencing the prerequisites.

COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 925** to order books from Bookstore site.

Required Text:

Cateora, P. and Graham, J. (2005). *International Marketing*, (12th ed.). Boston: McGraw-Hill/Irwin.
ISBN: 0072833718

COURSE DESCRIPTION:

This is an advanced course in marketing covering the adaptations needed when marketing outside national boundaries. The course includes discussions of cultures; product and marketing modifications necessary in a variety of situations; and study of various world regions and their consumption, terrain, demographics, and geographics as they influence marketing practices.

COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. Research the environmental and marketing variables that comprise international marketing country notebooks.
2. Appraise the potential of international markets for a variety of goods and services.
3. Craft a marketing mix suitable to a variety of international markets.
4. Present and defend marketing mix selections against alternatives.
5. Compose and revise an international marketing plan consistent with the evolution of marketing mix selections.

6. Evidence an understanding and facility in controlling the implementation of an international marketing plan.

COURSE REQUIREMENTS:

Course Pedagogy:

This course is constructed in such a way that each of the communications competencies are practiced and thereby improved. Students will submit installments of their individual international marketing plans for review, feedback, and grading. Ultimately, students will submit their edited and polished final international marketing plan for feedback and grading.

Although international marketing can take seemingly countless forms, students in this course will select a **TANGIBLE GOOD** (no services) for focus throughout the term. With an entry mode (export, licensing, etc.) of the student's choice, and a destination included among the major trading blocks (Europe or Asia), the student will compose a credible marketing plan for the product development, pricing, promotion, and distribution in the country of their choice. The selected product may be either a consumer good or an industrial good, but again, **MUST BE A TANGIBLE GOOD** (no exceptions—it's vital for the distribution variable that the selection be a tangible good.).

By critically reading the text, researching the marketing variables, and writing on a regular basis, students should become acutely aware of the challenges presented by real international marketing problems; and, hopefully, learn to apply frameworks for deriving solutions. Generally speaking, those who know and can use marketing concepts and terms best will most often win arguments in any type of organization; and, consequently, often obtain the funding and managerial support one requires to be truly successful.

Please write formally. Use the APA (American Psychological Association) format found in academic journals. Buy an APA Handbook (**Publication Manual of the American Psychological Association, Fifth Edition**), as it is essential that you are familiar with this style to succeed in the business world. Communication should be of a caliber befitting upper division business administration courses, i.e., the caliber of written documents and spoken discourse regularly found in executive management suites. (If you read, research, write, collaborate, and present like an executive manager, you will likely become one, assuming you are not already employed as such.)

Please type and edit each marketing plan installment in Microsoft® Office Word. Among other things, this practice will help you check for proper spelling and grammar. It is expected that substantial editing of the initial word processing text will be required. This is a natural part of the evolutionary process of all good marketing plans and is a necessary part of your practical and relevant marketing education experience.

It is ideal to send installments by e-mail to the instructor. If this is not possible, please send by U.S. Postal Service mail. Individual marketing installments will count for 75% of each student's final grade.

Note: Please provide two weeks for receipt of and feedback on each international marketing plan installment.

The final marketing plan will account for 25% of the final grade. Please make every effort to submit a coherent and complete plan. Please send the plan as an attachment to an e-mail (if possible) to me by the course deadline. If this is not possible, send by U.S. Postal Service mail a stapled, hard copy of the plan by the course deadline.

GRADE DISTRIBUTION AND SCALE:

In alignment with ASC academic policies, no D may apply to a major or minor field.

Grade Distribution:

Installments of International Marketing Plan (5)	150 points
Final International Marketing Plan (representing the final edit of consolidated plan installments)	<u>50 points</u>
Total Points	200 points

Scale:

The grade of A is defined by superior work in achievement of course objectives.

90-100%	A
80-89%	B
70-79%	C
60-69%	D
59% and below	F

Academic Honesty:

Please see students' rights and responsibilities in the latest Adams State College catalog. One must adequately credit the source of research data you have assembled in support of your contributions. Be aware that copying a marketing mix that already exists is tantamount to plagiarism and does not accomplish our course outcomes. Please create an original marketing mix while completing your assignments. The penalty for plagiarism in this course is a failing final grade.

COURSE INSTRUCTIONS:

I strongly encourage students to communicate with me directly if they have problems.

General Communication Competencies:

A practical and relevant international marketing education is the chief learning outcome. A practical and relevant international marketing education is about training students to:

- (a) Understand and USE international marketing concepts,
- (b) Understand and USE international marketing lingo (terms), and
- (c) Apply international marketing concepts and lingo through the process of crafting an international marketing plan.

With these fundamental objectives in mind, the following are given more than mere lip service in this course. They are general communication competencies that our School of Business wisely expects students to master by the completion of their degree. They are:

1. Using critical thinking skills through reading and writing,
2. Communicating for a variety of purposes, audiences, and contexts,
3. Using a variety of planning strategies for expressing oneself, which includes library and computer research,
4. Editing and revising communication drafts into polished products, and
5. Using effective critical reading and response strategies.