

Marketing 466

International Marketing

Fall Trimester 2007
8:30 AM-12:00 Noon

Professor: Fekri Meziou
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Office hours: Saturdays 12:00-1:00 PM
Text: International Marketing. Dana-Nicoleta Lascu, Second Edition

Course Description: This thought-provoking course is designed primarily for students interested in the study of business activities on a global scale. More specifically, the majority of the course will be devoted to those issues and activities unique to marketing a product or service in an “international setting.” Topics will include international environment scanning and analysis, comparative market research, and marketing mix decisions on a global scale.

Prerequisite: Students must have a basic understanding of marketing principles prior to taking this course.

Course Objectives:

Key objectives are:

- Provide a framework for understanding how the international environment shapes international marketing decision-making.
- Develop skills in finding international market information in order to make global marketing decisions.
- Address the differences and similarities between domestic and international marketing mix decisions.
- Appreciate the role of formal analysis and systematic decision-making in approaching global marketing problems.

Course Format: The course will be conducted in a seminar format where student participation is strongly encouraged. Lecture material will provide the foundation for a critical examination of global marketing issues. Case studies and assignments will provide the student with an opportunity to analyze current international marketing problems facing organizations. Students are expected to read the assigned material prior to each class meeting.

Grading Policy: Course grades are determined on the basis of 300 points distributed as follows:

Mid-Term Exam	100 points
Final Exam	100 points
Cases	100 points
270+ points	4.0
260-269	3.5
250-259	3.0
240-249	2.5
230-239	2.0
220-229	1.5
210-219	1.0
Less than 210	0.0

Course Outline

Meeting Date	Topic	Chapter(s)
September 8	Course Introduction The Concept of Global Marketing The International Marketing Environment	1, 2, 3
September 22	Global Market Research Foreign Market Entry Strategies	4, 5, 6 8
October 6	Global Product Decisions Case Study Discussion: American Electronics	9, 10
October 20	Mid-term Exam Written Case Study #1 Due	
November 3	Global Pricing Decisions Case Study Discussion: Sterling Marking Products	16
November 17	Global Distribution Decisions Global Promotion Decisions Written Case Study #2 Due	11 13, 14, 15
December 1	Case Study Discussion: Ocean Spray Course Review	
December 8	Final Exam Written Case Study #3 Due	

Notes:

The instructor reserves the right to modify course requirements, assignments, grading procedures, and other course-related matters as circumstances so dictate.