

Marketing 466: International Marketing

Professor: TBD

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

Textbook: Dana-Nicoleta Lascu. *International Marketing 3rd ed.* Atomic Dog Publishing.

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.

Course Objectives

- 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.

Assessment of Student learning

Three quizzes will be given during the term (see course syllabus for dates). Quizzes will measure students’ ongoing progress towards their understanding of marketing issues raised in this course. Quizzes will consist of conceptual and applications questions. All students must answer discussion questions and participate in discussion forums. Up to 50 points can be earned for the course if a student submits comprehensive answers to discussion questions during each session.

For each session, you must provide your answers to the discussion questions and internet exercises on or before the due date. It’s been my experience that students move on to the next session and do not read old comments. Therefore, there is no point in submitting late answers if students cannot learn from your work. Please **read thoroughly** the “Discussion Forum Writing Guidelines” document before you start work on this component of the course.

Written Cases

The course will also require two written case analyses. The details of case analysis will follow on a separate page. The objectives of the cases are to enable students to develop their analytical and decision-making skills in international marketing.

Grading

Course grades will be determined on the basis of 300 points distributed as follows:

- Quizzes (50 points each): 150 points
- Cases (50 points each): 100 points
- Quality of Contribution to course discussions: 50 points

Distribution:	279+	4.0
	267-278	3.5
	255-266	3.0
	240-254	2.5
	225-239	2.0
	210-224	1.5
	195-209	1.0
	Less than 209	0.0

A 10% penalty per day applies to any work submitted past the due dates.

Course Assignments and Schedule

Session 1

Topics to be covered this week:

Course introduction: the concept of global marketing
The international marketing environment

Reading assignments:

Textbook: Chapter 1, 2, 3, 4, 5

Links to:

- Introduction and learning objectives of this session
- Instructor's big picture commentary
- Discussion questions (post your discussions by end of the week)
- Internet exercise

Session 2

Topics to be covered this week:

Global market research
Foreign market entry strategies

Reading assignments:

Textbook: Chapters 6, 7, 8

Links to:

- Introduction and learning objectives of this session
- Instructor's big picture commentary
- Discussion questions (post your discussions by end of the week)

Session 3

Quiz #1 for chapters 1, 2, 3, 4, 5

Case Study: American Electronics Co.

Links to:

- Introduction to case analysis
- See model case analysis here

Session 4

Case analysis # 1 due

Topics to be covered this week:

Global product decisions

Reading assignments:

Textbook: Chapters 9, 10

Links to:

- Introduction and learning objectives of this session
- Instructor's big picture commentary
- Discussion questions (post your discussions by end of the week)
- Internet exercise

Session 5

Quiz #2 for chapters 6, 7, 8, 9, 10

Topics to be covered this week:

Global pricing decisions

Global distribution decisions

Reading assignments:

Textbook: Chapters 16, 11

Links to:

- Introduction and learning objectives of this session
- Instructor's big picture commentary
- Discussion questions (post your discussions by end of the week)
- Internet exercise

Session 6

Topics to be covered this week:

Global promotion decisions

Reading assignments:

Textbook: Chapters 13, 14, 15

Links to:

- Introduction and learning objectives of this session
- Instructor's big picture commentary
- Discussion questions (post your discussions by end of the week)
- Internet exercise

Session 7

Topics to be covered this week:

Course conclusion and wrap-up.

Quiz #3 for chapters 11, 13, 14, 15, 16

Case Study: Ocean Spray in Scandinavia

Case analysis # 2 due this week

Additional Comments

Explanation of Grades

Augsburg College uses a numerical grading system using the following definitions:

Number	Letter Equivalent	Percentage	Augsburg Definition
4.0	A	93-100%	Achieves highest standards of excellence
3.5	A-/B+	88-92%	
3.0	B	83-87%	Achieves above basic course standards
2.5	B-/C+	78-82%	
2.0	C	73-77%	Meets basic standards for the course
1.5	C-/D+	68-72%	
1.0	D	63-67%	Performance below basic course standards
0.5	D-	60-62%	
0.0	F	Under 60%	Unacceptable performance (no credit for the course)

A "Pass" grade is 2.0 or above.

Grading Policy and Late Assignments

You must submit assignments on time. If you need an extension, you must talk to us **in advance** to negotiate a new deadline. If you have not been given an extension in advance and you turn in a late assignment, you will be docked half a grade (from a 4.0 to a 3.5 or 3.5 to a 3.0, 3.0 to a 2.5, 2.5 to a 2.0, etc.) If you are more than one week late, you will be docked a full grade. No assignments will be accepted more than two weeks after the original deadline; a "0" will be given after that. Assignments due near the end of the semester will not be accepted after the last day of the semester.

Augsburg Honesty Policy

You are expected to follow the Augsburg Honesty Policy which is printed in the program manual. We assume that you have read the honesty policy, understand it, and are following it. Except when the assignment expressly encourages group work, it is assumed that all course work will be your own. You may not copy other students' work. The first occurrence of plagiarism will result in the failure of the assignment. A student who commits plagiarism a second time will fail the course.

Students' Rights and Responsibilities

Students with formally diagnosed learning or physical differences have legal rights to course modifications. Those who qualify should identify themselves to the instructor as soon as possible in order to obtain extra assistance.