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# International Marketing

COURSE DESIGNATOR: ARGN 3752

LANGUAGE OF INSTRUCTION: English

NUMBER OF CREDITS: 3

CONTACT HOURS: 45

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## COURSE DESCRIPTION

This course offers a perspective on the international marketing environment and the international marketing mix, namely product, pricing, distribution and promotion, as well as emerging issues in international trade such as trading blocs, trade barriers, and the standardisation versus customisation dilemma.

## COURSE OBJECTIVES

Students should be able to:

- Explain the terminology and the concepts of international marketing.
- Explain the various environments (economic, political, legal, and cultural) of international marketing and the impacts of these environments on corporate strategy.
- Know the key elements of the marketing mix, and how these variables are used in the global marketplace.
- Explain the foreign market entry methods.
- Be aware of the current and emerging global issues that affect international marketing (e.g., example government intervention).

## METHODOLOGY

Lecture; case study and analysis; video; presentation; class discussion of current affairs.

## REQUIRED READINGS/ MATERIALS

### List of Harvard Cases:

Mary Kay Cosmetics: Asian Market Entry (A)

*John A. Quelch; Nathalie Laidler*

English PDF | 594023-PDF-ENG

Harlequin Romances--Poland (A)

*John A. Quelch; Nathalie Laidler*

English PDF | 594017-PDF-ENG

Neilson International in Mexico (A)

*Paul W. Beamish; C. Bud Johnston; Gayle Duncan; Shari Ann Wortel*

English PDF | 95G003-PDF-ENG

Planet Reebok (A)

*John A. Quelch; Jamie Harper*

English PDF | 594074-PDF-ENG

Bajaj Auto Ltd.

*John A. Quelch; Nathalie Laidler*

English PDF | 593097-PDF-ENG

Starbucks: Delivering Customer Service.  
 John A. Quelch; Youngme Moon  
 English PDF | 504-016

Four Seasons Goes to Paris: “53 Properties, 24 Countries, 1 Philosophy”  
 Roger Hallowell; David Bowen; Carin Isabel Knoop  
 English PDF | 9-803-069

DHL Worldwide Express  
 English PDF | 9-593-011

P & G Japan: The SK II Globalization Project  
 Christopher Bartlett  
 9-303003

Dell: Selling Directly, Globally.  
 Center for Asian Business Cases  
 HKU069

## GRADING

Grading Rubric		
A	93-100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87-89	
B	83-86	
B-	80-82	Achievement that meets the course requirements in every respect.
C+	77-79	
C	73-76	
C-	70-72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67-69	
D	60-66	
F	0-59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

## SUMMARY OF HOW GRADES ARE WEIGHTED

Class Participation and Quiz	20%
Mid-Term Evaluation	25%
Marketing Plan	25%

Final Exam	30%
<b>Overall Grade</b>	<b>100%</b>

## COURSE CONTENT

### WEEK 1: The Nature of Marketing

*Issue and discussion course syllabus.*

Fundamentals of International Marketing.

**Readings:** None

Assignment: Personal Introductions

### WEEK 2: Globalization & Marketing

International trade institutions and trade policy.

Impact of international laws and regulations.

**Reading:** Ch. 1, Porter, The Strategic Importance of International Marketing

**Brief description of the marketing plan**

### WEEK 3: Culture & Social Environment

Political, legal, and economic environment.

A brief on international contracts and international payment terms.

**Read:** chapters 3, 8, 9, 10,

Case discussion: **Mary Kay Cosmetics**

### WEEK 4: Product Adaption & Development

Cultural environment. Managing cultural differences.

Doing business in Argentina.

**Read:** chapter. 12 (Also seen in session 10)

Case discussion: **Harlequin Romances**

## WEEK 5: International Market Analysis

SMEs and Argentine external sector  
Export Consortia and Argentine SMEs internationalization.  
**Read:** chapters 4, 7  
**Brief description of the marketing plan**

## WEEK 6: Market Entry Modes

Global strategy planning.  
Decisions making in International Marketing.  
*Issue mid-course assignment for submission next class*  
**Read:** chapters 5, 6  
Assignment: **Post and discuss Project Profile**

## WEEK 7: Global Pricing Strategies

Product: adaption, branding, and naming  
Global pricing strategies. Grey and black markets.  
**Read:** chapter 14  
Assignment: **midterm exam.**

## WEEK 8: Global Distribution Strategies

*Debriefing of mid-course assignment.*  
Marketing international services.  
**Read:** chapter 15  
Case discussion: **Neilson International in Mexico**

## WEEK 9: Marketing Services & Organizing & Controlling

Methods of markets entry and distribution strategy.

Internet marketing.

**Read:** chapters 13, 18

Case discussion: **Starbucks delivering customer service**

#### WEEK 10

International communications.

Global promotional strategies.

**Marketing papers Phase 1 presentation**

#### WEEK 11: Global Promotion Strategies

Market research.

Reaching the customer.

**Read:** chapters 16, 17

Case discussion: **Planet Reebok**

#### WEEK 12: Strategic Planning

Logistic and supply chain management.

*Issue and discuss end-course assignment for submission in final class.*

**Read:** chapters 2, 11

Case discussion: **Bajaj Auto Ltd.**

#### WEEK 13: Future of International Marketing

Human resources strategy and export performance.

Supporting Collaborative Process.

Assignment: **Turn in Marketing Papers**

Oral Presentation

#### WEEK 14: Final Exam

*Submission of end course work.*

*Course review and evaluation.*

Assignment: **Final Exam**

## ATTENDANCE POLICY

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

## UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

### SCHOLASTIC DISHONESTY:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

### STUDENT CONDUCT:

The University of Minnesota has specific policies concerning student conduct. This information can be found on the Learning Abroad Center website.