

**Florida Gulf Coast University
Lutgers College of Business
Department of Marketing**

**MAR 4156 International Marketing (CRN 11217)
SPRING 2020**

Subject to change as deemed necessary and appropriate by the course instructor

Course Information

Credit:	3
Course Mode:	On Campus
Meets:	Mondays 4:30 p.m. – 7:15 p.m. Lutgers Hall, Room 2201
Instructor:	Michael W. Kennedy, MBA Instructor I
Email:	mwkennedy@fgcu.edu
Office Hours:	Mondays and Wednesdays, 2:30 p.m. – 3:30 p.m. and by appointment
Office:	Modular 2, Room 36
Phone:	(239) 590-1877

LCOB Vision:

The Lutgers College of Business will be nationally renowned in providing students with the education and capabilities to take leading roles in a diverse and global environment.

LCOB Mission:

The Lutgers College of Business educates students from Southwest Florida and beyond to address local and global business challenges. We are dedicated to student learning, scholarship, service, and community relationships that foster entrepreneurship and economic growth.

Course Description:

This course covers the application of marketing theories, principles and practices to the identification and satisfaction of the needs of consumers located in global communities. Focus on cross-cultural consumer behavior and communication.

Purpose:

Companies need to develop competitive marketing strategies to create customer value and build long lasting customer relationships. This course extends these fundamentals to international marketing.

Teaching Philosophy:

The textbook provides an excellent framework for introducing students to the study of marketing. My objective is to bring to life these principles of marketing from my real-world international business experiences (*and* your international experiences as well). The fundamental concepts we'll discuss will prepare you for further development in your professional career. Coming to class, asking questions, and participating in discussions will enhance your learning experience. Our discussion will provide you with a firm foundation and understanding to begin your journey in the exciting and challenging world of marketing.

Course Objectives and Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

- Identify the various global entry strategies.
- Develop an awareness of the social, cultural, and ethical issues and implications involved in the global marketing environment.
- Develop an awareness of the economic, political, and legal challenges and implications involved in the global marketing environment.
- Express an understanding of the tenants of global segmentation, targeting, and positioning.
- Develop an understanding of how organizations might use the marketing discipline to gain a competitive advantage in global markets.
- Identify and evaluate the various alternatives in making product, pricing, communication, and distribution strategies globally.

Course Content:

Class meetings will consist of lectures, analysis and discussion. Students will read 5 cases and prepare one-to-two-page case papers, handed in on the due date. **Six points will be deducted from your overall point score for each missing case paper. Case papers are assigned to produce a learning outcome; therefore, they must be handed in on time. Case papers are not to be considered a term project. The Instructor's record of whether a case paper was handed in will be the final determinant.** Please keep a record of case papers handed in. Sometime between the Midterm and Final Exams, each student should check with the Instructor to determine if his/her own record matches mine.

Text: Global Marketing, 10th edition. (Authors: Keegan and Green) Publisher: Pearson

Class Participation/Professionalism/Attendance Policy:

Each student is expected to actively contribute to class discussions, as this mirrors real life business situations and this is the way we all learn from each other. Thus, a component of your grade will be based on your classroom performance. Even though we have a lot of material to cover, there will be ample time for discussion. Raise your hand often. While you are not expected to know the correct answer every time, if you have been keeping up with the reading, you should be able to answer most questions. In any event, each student will be called upon during class meetings, even if your hand is not raised.

Your presence in class is necessary to class participation. Because of the term's duration, no unexcused absences are allowed. Excessive absences will result in a lower grade for this grade component and may also result in a lower final grade or a failure for the course. Your successful role in class discussion will necessarily be a value judgment by me, not subject to negotiation. In other words, if you “actively” participate, you will get a good grade for this course segment.

If you are absent, be sure to find out what you missed in class (lecture notes, homework assignments, etc.) from a fellow student. **It is your responsibility to find out from a classmate what you missed. Please do not contact me or come up and ask me the following class, “What did I miss in class?” or “Did I miss anything important in class?”** (Note: If there are any handouts for the class you missed, I will save one for you and give it to you in our next class session OR if you come in to see me during my office hours or you may designate a classmate to get one for you.)

Attendance at all classes is expected and is part of your grade in this course. However, I understand that there may be emergencies that prevent you from coming to class, so you can miss two classes and still get an A or B in your attendance grade.

Every class you miss counts as a point. Other factors that can affect your attendance grade are coming to class on time, and remaining for the full period. Late arrival and early departure will add to your attendance points. Attendance points can also increase due to inappropriate classroom behavior such as sleeping, unauthorized use of your cell phone, or going in and out of the classroom for anything other than emergency reasons. In other words, attendance is about more than just being physically in the room. It also means being attentive and actively involved in the lesson, discussion, and activity for the day.

The attendance grade is based on how often you are in class, NOT the reason you missed class.

ALERT: You will fail the course if you accumulate more than 5 points.

Every time you miss a class, it counts as 1 point; other factors (late arrival/early departure mentioned above) count for 1/2 point.

Attendance counts for 8 percent of your grade in this course. Missing classes also counts on your participation grade.

Attendance is critical for students to achieve the learning outcomes for the class. Students are expected to attend each class and be on time for class. Attendance will be monitored for each class.

To receive credit for attending class, a student must be present for the entire class period. As previously stated, when you miss a class, it is your responsibility to obtain any information that was covered in class from other class members. The following explains the FGCU Class Attendance Policy for Authorized and Excused absences. These are only exceptions for a student to miss a class without a penalty to a student's final grade.

AUTHORIZED ABSENCE: An authorized absence is an absence due to participating in a sponsored activity that has been approved in advance by the program director and the appropriate student affairs officer. Such an absence permits the student to makeup the work missed when practical or to be given special allowance so that he/she is no penalized for the absence.

EXCUSED ABSENCE: An excused absence is an absence due to other causes such as illness, family emergency, death in the family, or religious holiday. A student seeking an excused absence should obtain documentation such as a physician's statement, accident report, or obituary and contact all instructors or the Office of the Dean of Student Affairs.

Audio/video recordings of the lecture is not permitted. To help you focus, **the use of phones is prohibited in class.** Laptops or tablets may be used for note taking on a trial basis. **Students may not e mail, text or otherwise make contact with others while in class.**

Lateness/leaving early will also greatly affect your professionalism grade. If lateness becomes a chronic problem once the semester is underway, I will make adjustments to the lateness policy such as locking the door after the start of class.

GRADING FOR ATTENDANCE:

If you use zero points, perfect attendance:	100 PERFECTION!
If you use 1 point:	95/A
If you use 2 points:	85/B
If you use 3 points:	75/C
If you use 4 points:	60/F
If you use 5 points:	0/F FAIL THE COURSE

Contact:

My work requires me to be in other classes or off-campus, thus I may not be in my office (Modular 2, Room 36) except during my posted office hours. The best way to contact me is through my **FGCU email at mwkennedy@fgcu.edu**. Please do not contact me via

Canvas email. Please do not wait until the last minute to send me your questions. I try to respond to all emails within 24 hours, there are times when I may not be able to do so.

Grades:

Grades will be based on how well each student performs on written assignments, class discussions, and other assignments. **Any grade or participation issues must be address with the professor within two weeks of posting.**

Test #1	100 points
Test #2	100 points
Test #3	100 points
Written Assignment #1	10 points
Written Assignment #2	10 points
Written Assignment #3	10 points
International Marketing Plan	50 points
Attendance	40 points
<u>Class Participation/Professionalism</u>	<u>80 points</u>
Total	500 points

Grading:

The final course grades will be assigned according to the following schedule:

Letter Grade Earned	Points Earned by Student
A	465-500
A-	450-464
B+	435-449
B	415-434
B-	400-414
C +	385-399
C	350-384
D	300-349
F	299 or below

Course grades (as shown above) will be assigned based upon the following scale:

93.00-100	A	83.00-86.99	B	70.00-77.99	C	60.00-69.9	D
90.00-92.99	A-	80.00-82.99	B-	00.00-59.99	F		
87.00-89.99	B+	78.00-79.99	C+				

Exams:

There will be three (3) exams during this term. Note the dates in the course outline. (These dates are subject to change.) If a student misses a formally announced exam, a make-up will be given on a given date. **Without a verified excuse, a total of 10 points will be deducted from the student's make-up test score.**

Scantron forms are required for each test. No test can be taken without a Scantron form.

General Course Policies:

- Each student will be responsible for the following:
 1. All materials listed in the text and the syllabus.
 2. Class participation and attendance.
 3. All work assigned in class, whether on the syllabus or not.
 4. All information disseminated in class whether in the syllabus or not.
 5. All written work submitted must be typed and in Times New Roman, 12 point font, double spaced, with correct spelling and grammar and/or submitted as a Word document at the beginning of class on the assigned due date. All assignments handed in during class time must be **STAPLED before handing in (5-point deduction for all unstapled papers)**.
 6. Reading of all material to be discussed in class **prior** to class.

- Attendance Policy:

Attendance at all classes, for the entire period of each class, is required. (Presence is a precondition of participation.) Unavoidable absences must be cleared with the professor in advance. If not cleared in advance to the professor's satisfaction, an absence will result in a participation grade of F for that class.

- Participation Policy:

Class participation is a vital component to your learning in this class. Discussions in this class can touch on powerful personal opinions, ideas, and stories. Students need to respect and honor the sensitivity of the information shared by others in the course. Each student's participation grade is determined by both the quality and the frequency of comments made by the student in class, and those comments are evaluated in direct comparison to the participation of the other students in class. In other words, simply speaking in class does not guarantee participation points—only comments that add value to the current discussion earn participation points.

- Late Work:

Incompletes are awarded only in rare cases. Assigned work not handed in at the designated time will not be accepted for full credit. Work handed in within 24 hours after the due date and time will be penalized 25% of the grade. Work handed in more than 24 hours late will be given a grade of zero (0).

- Fatal Error Policy:

I will stop grading a paper if it exhibits three or more of the fatal errors (listed below) on a single page or nine errors in total (whichever comes first). At that time, the paper will be returned to you and you will have one week to fix it (go to the writing center, have someone knowledgeable proofread it, etc.). If you don't make the necessary corrections, you will receive a grade of zero on the paper. If

you do make the corrections, your paper will be graded and will receive a reduction of 5 percent off the original grade.

Each instance of the following is a Fatal Error:

1. Misspelled word
2. Sentence fragment
3. Run-on sentence or comma splice
4. Mistake in capitalization
5. Serious mistake in punctuation
6. Error in verb tense or subject/verb agreement
7. Sentence ending with a preposition
8. Improper citation or lack of a citation where one is needed
9. Serious grammar error that obscures meaning
10. Misuse of terminology

- Cheating:

Anyone caught cheating will receive an automatic grade of F for the course.

- Cell Phone/Electronic Devices:

Laptops or tablets may be used for note taking only. Cell phones, and all other electronic equipment must be OFF and stowed when class is in session. No exceptions, unless the device is being used for class purposes and approved ahead of time by the professor. If you use electronic devices during class without prior approval from your professor, your grade for the course will be lowered.

- Plagiarism:

Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. is plagiarism. Any plagiarized work will be given a grade of zero (0).

Prior Notification Responsibility of Students:

No makeup will be allowed for any student who does not show up in class for a scheduled oral presentation, exam or other assigned activity without prior notification to and approval of the Instructor. In such a case, the student will receive a grade of 0 for that assignment.

It is recognized that a student may, for one reason or another, not finish the required work of the course and apply for a late withdrawal, or a grade of Incomplete, after the official final withdrawal date. The Instructor will not contemplate any change of grade or grade status in such cases, unless the student (or someone who speaks for the student) makes this request *before the end of the semester*. In such cases, the student or his/her representative, must offer proof to explain the reasons why the student is unable to complete the requirements of the course. The Instructor will then, in consultation with the Advising Office, determine if such a grade change is warranted. **A grade of**

“Incomplete” will not be considered unless the student is otherwise passing the course.

If a student does not complete one or more assignments of the required work and/or ceases attendance prior to the end of the semester without such prior notification, a course grade of F will be entered for the student.

How a Student Can Succeed

- Attend each class and **be on time**. You signed up to be here in class **on time**.
- To do well in the class, I strongly encourage you to take notes during the class lectures.
- Review your notes and the concepts discussed in class **each day** rather than postponing your review just before the test.
- A gentle reminder, when we write things down, we tend to retain the information.

WRITTEN ASSIGNMENTS

There are three written assignments required this term. Note each assignment has a due date and must be completed by the start of class (4:30 p.m.) on the due date. There are no exceptions. **If a student does not complete at least three assignments on time a zero will be assigned to assignments not done.**

The assignments must be typed, double-spaced, and your answer should demonstrate your knowledge and understanding of the concepts and issues. Check your spelling, use proper grammar, and sentence structure. All assignments are in the textbook required for the class. **All assignments must be STAPLED** before handing in (5-point deduction for all unstapled papers).

Assignment Number	Assignment	Due Date And Time of Day (4:30 p.m.)
1	Apple vs. Samsung Case 1-3	January 27
2	Coffee Culture Around the World Case 4-1	February 17
3	Coca-Cola Case 13-2	March 16

INTERNATIONAL MARKETING PLAN

This is a semester-long group project. A group will consist of 4 (four students).

Students should choose a country and a product/service that **is not currently found** in the targeted country and devise a cultural analysis and marketing plan for the chosen country.

For example, students can choose to market an automobile from the U.S. into a foreign country OR can choose to market an automobile into the U.S. that is not currently available here.

The format of the International Marketing Plan follows:

MAR 4156/SPRING 2020 INTERNATIONAL MARKETING PLAN

I. EXECUTIVE SUMMARY

II. CULTURAL ANALYSIS

A. Geography. Location, Climate, Topography

B. Social Institutions

1. Family: nuclear, extended, parental roles, marriage and courtship, female/male roles
2. Education: system, literacy rate, quality of education, private/public
3. Social organizations: social classes, races, ethnicity, subcultures
4. Business customs and practices

C. Political system structure, parties, stability, tax rates, local government/s.

D. Legal system: judiciary, code or common, intellectual property laws.

E. Religion and Aesthetics

1. Prominent religions, membership, religious and cultural values and beliefs.
2. Visual arts, music, cinema, drama, ballet, performing arts, folklore & symbols

F. Living Conditions

1. Diet and nutrition: typical food and meals, malnutrition rates.
2. Housing: types available, own or rent, one-family dwellings or live with others
3. Clothing: national dress, work clothing
4. Lifestyles: sports, leisure activities, % of income spent on various activities, Social security (pension), Health care.

G. Language Official language, Spoken vs. written, Dialects

III. ECONOMIC ANALYSIS

A. Population

1. Total population, growth rate, live births, birthrate, and distribution of population.
2. Age, gender, geographical areas, immigration rates and patterns, ethnic groups.

B. Economic Statistics and Activity

1. Financial: GDP: total, rate of growth, Personal Income Per Capita, Average Family Income
2. Distribution of Wealth: income classes, population per class, Inflation Rates.
3. Transportation: modes of transportation, availability, major ports.
4. Communication Systems: types, availability, usage rates.
5. Principal Industries: Percent of GDP, ratio of private to public.

C. Trade

1. International Trade Statistics: exports/imports dollars/trends, balance of payments/trends, exchange rates/trends
2. Trade Restrictions: embargoes, quotas, import taxes, tariffs, custom duties.
3. Foreign Investment: opportunities, for which industries.

D. Labor

1. Labor Force: size, unemployment rates
2. Working Conditions: employer/employee relations, salaries/benefits

E. Channels of Distribution

1. Retailers: number, size, markups, cash vs. credit operation, large vs. small, chain stores
2. Wholesalers: number, size, markups, cash vs. credit

F. Media

1. Availability, major media outlets
2. Costs (ad rates): TV, radio, print, other
3. Coverage (percent of population covered) of various media, Reach (circulation or audience size) of each media type.

IV. MARKET ANALYSIS

- A. Target market.** Specific description of target segment. (Geographic region, size of market, consumer buying habits, use and med habits, product feature preference, price expectations).
- B. Competition.** Features, prices, packaging, advertising and sales promotions, distribution.
- C. Financial Projections.** Estimated cost, sales and profits over a one and a five year period.
- D. Positioning.**

V. MARKETING MIX PLAN

- A. Product** (Features, Relative advantage, compatibility, complexity, trialability, observability, customization vs. standardization by element)
- B. Promotion mix.** Objectives, tools, message, estimated costs.
- C. Distribution:** origin port, destination port, mode selection & why
- D. Packaging:** Marking and labeling, containers.
- E. Pricing.** Cost of shipping, handling expenses (loading and unloading), pier charges, customs, duties, insurance, taxes, and markups.
- F. Arrangement.** Terms of Sale & Method of payment and any documentation required.
- G. Anticipated problems** and constraints.

VI. REFERENCES

Suggested sources of information

World Factbook
 World Development Report
 World Almanac
 United Nations Statistical Yearbook
 Worldwide Economic Indicators
 International Marketing Data and Statistics
 Worldmark Encyclopedia of Nations
www.worldbank.org
www.wto.org
www.imf.org

The first two sections cultural and economic analysis includes information that helps the marketer make market planning decisions.

After securing the data for these sections, include a paragraph interpreting the meaning of this cultural information.

EXECUTIVE SUMMARY

Based on your analysis of the market, briefly summarize (two-page maximum) the major problems and opportunities requiring your attention in the marketing mix. Place the executive summary at the front of the report.

The final report is due Monday, **April 13**. No late reports will be accepted. Members of a group will each receive the same grade for their submitted project. Any group not submitting a report on time will receive 0 points.

Each group will make an oral presentation of their report, 15 minutes in length. I encourage the use of Power Points or Prezi to enhance your presentation.

COURSE OUTLINE:

Subject to change at the discretion of the instructor

Date	Topic	Chapter
January 6	Introduction to Course	
	Introduction to Global Marketing	1
January 13	The Global Economic Environment	2

	The Global Trade Environment	3
January 20	Martin Luther King Day (No Class Today)	
January 27	The Global Trade Environment (cont.)	3
	Social & Cultural Environments Exam Review	4
February 3	Exam 1 (Ch.1, 2, 3, and 4)	
	Global Information Systems	6
February 10	Review Exam #1/Segmentation, Targeting, and Positioning	7
	Importing, Exporting and Sourcing	8
February 17	Global Market Entry Strategies	9
	Brand & Product Decisions	10
	Exam Review	
February 24	Review Presentation Rubric/ Exam 2 (Ch. 6, 7, 8, 9, & 10)	
Spring Break- No Class...Have Fun!!!! March 2 - March 6		
March 9	Pricing Decisions	11
	Global Distribution	12

March 16	Global Distribution (cont.)	12
	Global Marketing Communications I	13
March 23	Global Marketing Communications II	14
	Global Marketing & Digital Revolution	15
March 30	Global Marketing & Digital Revolution (cont.)	15
	Elements of Competitive Advantage	16
April 6	Elements of Competitive Advantage (cont.)	16
	In class work time for report/presentations	
April 13	Oral Presentations	International Marketing Plan Due
April 20	Oral Presentations (Cont.)	
April 27	Last Day of Class! (Overview of the course and Exam Review)	
FRIDAY, May 1	Final Exam	11, 12, 13, 14, 15, & 16

Academic Behavior Standards and Academic Dishonesty

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

University Nondiscrimination Statement:

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence

Resources for Faculty General Education

Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

Distance-Learning

Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

Online Tutorials

Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/Approved>

Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts:

<http://library.fgcu.edu/RSD/Instruction/tutorials.htm> Research

Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Contact us: <http://library.fgcu.edu/LBS/about/contactus.html>

Counseling and Psychological Services (CAPS)

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the new Student and Community Counseling Center building (behind Seidler Hall, behind Dunkin Donuts, just west of the observatory) on the 3rd floor any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).