

MKT 674-02 INTERNATIONAL MARKETING

Term: Spring 2010 Credit: Three Credits

**Prerequisite: MKT 660**

Students examine the special cross-cultural problems encountered by the international marketer. This analysis is applied to the development of marketing strategies and tactics.

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(\* When e-mailing...please e-mail both addresses to ensure I receive your message.)

Text: International Marketing; ISBN 13: 978-0-07-3380988; 14<sup>TH</sup> edition

Pre-Assignment: Read Chapters 1 & 2

Time: 6-9:50 p.m. Wednesday - Main Campus – Reid 3319

Dates: 3/10, 3/17, 3/24, 3/31, 4/7, 4/14, 4/21, 4/28 Weekly

**Academic Accommodations**

**Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).**

Instructional Methodology:

- Lecture combined with student participation and discussion will be expected.
- Current articles and cases pertaining to our class will be used.
- Group analysis to include focus group setting.
- Video/DVD

Student Responsibilities:

- Complete required assignments as requested.
- Read articles and cases prior to class.
- Participate in case analysis and group discussion.

Method of Evaluation:

Points.

Due Date:

Product Assignment	50	3/17, 3-23
Market Assignment	50	3-31, 4-7
Regional Bloc Assignment	50	3/31
WTO Assignment	50	3/17
IMF Assignment	50	4/21
Pricing Assignment	50	4/14*

Distribution	50	4/21*
Documentation Assignment	50	4/21*
Final Presentation	50	4/28
Case studies (7)	70	Weekly*
Quizzes (17 @ 10pts)	<u>170</u>	Weekly
	690	

Grading Scale:

93-100%.....	A
84-92%.....	B
75-83%.....	C
66-74%.....	D
65 or Below.....	F

(\* ) In class assignment must be present to receive points.

Subject to Change Clause:

1. Class attendance is very important; your final grade may be lowered due to unexcused absences. All late assignments will be subject to a 10 point reduction.
2. All students are expected to communicate well in writing. Your work will be judged for writing quality as well as content. Poor writing may result in a lower grade than you might otherwise receive.
3. This course outline is subject to change by the Instructor at any time.

CLASS SCHEDULE

<u>Date:</u>	<u>Week:</u>	<u>Assignment:</u>
3/10	1	Orientation, Course syllabus Chapter 1 – The Challenge of International Marketing Chapter 2 – The dynamics of International Trade Film: The Global Dimension (26 minutes) Case Assignment <i>*Chapter 1-2 quizzes</i>
3/17	2	Chapter 12 – Products and Services for Consumers Film: Value of Global Brands (29 minutes) Brand Recognition Exercise Case Assignment <i>*Product Discussion – part one product assignment</i> <i>*Chapter 12 quiz</i>
3/24	3	Chapter 13 – Products and Services for Businesses Film: Advertising Icons (21 minutes) Case Assignment

			<p><i>*Product Discussion completion – part two</i></p> <p><i>*Chapter 13 quiz</i></p>
3/31	4	<p>Chapter 3 – Foundations of Culture</p> <p>Chapter 4 – Cultural Dynamics</p> <p>Chapter 9 – Emerging Markets</p> <p>Chapter 10 – Market Regions and Groups</p> <p>Film: Understanding Foreign Markets (14:33m)</p> <p>Market discussion on countries chosen by students</p> <p><i>*Market assignment part one</i></p> <p><i>*Regional Blocs Assignment</i></p> <p><i>*Quizzes 3, 4, 9, 10.</i></p>	
4/7	5	<p>Chapter 6 – Political Environment</p> <p>Chapter 7 – Legal Environment</p> <p>Market discussion parts 2 &amp; 3</p> <p>Film: Helping Businesses Do Business (10:26 minutes)</p> <p>Film: Accounting for Billions (11:26m)</p> <p>Case Assignment</p> <p><i>*Market Assignment parts 2-3</i></p> <p><i>*WTO Assignment</i></p> <p><i>*Chapter quizzes 6-7</i></p>	
4/14	6	<p>Chapter 18 – Pricing for International Markets</p> <p>Chapter 19 – Negotiating with International Customers</p> <p>Pricing Notes/Promotion Notes</p> <p>Communicating Effectively in the Global World (11:12 m)</p> <p>Film: Revving Up Promotions: BMW (11:50 minutes)</p> <p>Case Assignment</p> <p><i>*Distribution Assignment in class</i></p> <p><i>*IMF Assignment</i></p> <p><i>*Chapter quizzes 18-19</i></p>	
4/21	7	<p>Chapter 14 – International Marketing Channels</p> <p>Chapter 15 – Exporting and Logistics</p> <p>Case Assignment</p> <p>Film: Understanding Entry Modes into China (16:30 m)</p> <p>Documentation Assignments in Class:</p> <ul style="list-style-type: none"> <li>• Custom Documentation</li> <li>• Insurance Calculation</li> <li>• Bill of Lading</li> <li>• NAFTA Documentation</li> </ul> <p><i>*Chapter quizzes 14-15</i></p> <p><i>*Executive summary assignment</i></p>	
4/28	8	<p>Final Presentations – Executive Summary</p>	