DEPARTMENT OF MANAGEMENT / MARKETING
Canisius College
Spring 2016

COURSE: MKT475 – International Marketing

PREQUISITES: Students must have met the prerequisites to remain in class.


TIME: Mondays and Wednesdays, 1:00 to 2:15 PM
Mondays and Wednesdays 2:30 to 3:45 PM

CONTACT INFO: Churchill Tower 401
Office Phone #: 888-2608
E Mail address: snyder@canisius.edu

INSTRUCTOR:

Professor David J. Snyder, PhD is currently teaching in the Undergraduate and MBA Program at Canisius College in Buffalo, New York. Dr. Snyder has also taught courses in Angers, France; Mutare, Zimbabwe; Queretero, Mexico; and London, England, as well as for the University of Virginia as part of their Fall 2006 Semester at Sea program. For the past five years Professor Snyder has been teaching for Royal Education in HoChiMinh City and been serving as a Dissertation Supervisor for the Masters of International Trade and Finance for both Leeds Metropolitan University (England) and the Academy of Finance (Vietnam) in Ha Noi.

OBJECTIVES OF THE COURSE:

As global economic growth occurs, understanding marketing in all cultures is increasingly important. Our text addresses global issues and describes concepts relevant to all international marketers regardless of their international involvement. Emphasis is on the strategic implications of competition in different country markets. An environmental / cultural approach to international marketing permits a truly global orientation. This course is designed to stimulate curiosity about management practices of companies seeking market opportunities outside the home country and to raise the students’ consciousness about the importance of
viewing international marketing management strategies from a global perspective. Marketing managers will need strong analytical skills as well as communication skills (both oral and written). The marketing manager will also need to have an appreciation of diversity and the importance of ethics in order to operate effectively in a global environment.

**COLLEGE, PROGRAM, AND MAJOR LEARNING GOALS:**

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or Major level learning goals and objectives associated with the course from this page on the College website: [http://bit.ly/bcoreLG](http://bit.ly/bcoreLG).

**COURSE LEVEL LEARNING GOALS:**

Students will demonstrate knowledge of the role price, place, product and promotion plays in the success of the organization.

Students will demonstrate knowledge of how to identify market segments and target markets.

Students will demonstrate knowledge of how to determine price for products and or services.

Students will demonstrate knowledge of how to communicate value.

**ACADEMIC INTEGRITY:**

Students are expected to know and understand college policies with regard to Academic Integrity Code. Violations of academic integrity will be fully prosecuted. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

**ATTENDANCE POLICY:**

Three or more unexcused absences will result in the lowering of your grade by one notch (eg. A to A-) Five or more unexcused absences will result in the lowering of your grade by two notches (eg. A to B+)

**ACADEMIC AND ACCESSIBILITY SUPPORT SERVICES:**

The GRIFF Center for Academic Engagement provides comprehensive programs,
tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170. Visit the GRIFF Center website at: http://www.canisius.edu/griff-center/

Accessibility Support (716-888-2170), which is located in the Griff Center for Academic Engagement (OM 013) is responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, see: http://www.canisius.edu/dss/

COURSE SCHEDULE:

**Week One: January 18**

Martin Luther King Day
Scope and Challenge of International Marketing

**Week Two: January 25**

Dynamic Environment of International Trade

**Week Three: February 1**

History and Geography: The Foundations of Culture

**Week Four: February 8**

Cultural Dynamics in Assessing Global Markets
Culture, Management Style, and Business Systems

**Week Five: February 15**

Presidents Day
The Political Environment

**Week Six: February 22**

The International Legal Environment
Economic Development and the Americas
**Week Seven: February 29**

Europe, Africa, and the Middle East

**Week Eight: March 7**

MIDTERM EXAM on Wednesday

**Week Nine: March 14**

The Asia Pacific Rim

**Week Ten: March 21**

Products and Services for Consumers

**Week Eleven: March 28**

EASTER BREAK

**Week Twelve: April 4**

Product and Brand Decisions

**Week Thirteen: April 11**

International Marketing Channels
Integrated Marketing Communications

**Week Fourteen: April 18**

Personal Selling and Sales Management

**Week Fifteen: April 25**

Pricing for International Markets

**Week Sixteen: May 2**

Presentations

**Week Seventeen: May 9**
Final Exam

Instructor reserves the right to change the course schedule throughout the semester. Changes to the schedule will be announced in class or via email.

HOW COURSE IS ADMINISTERED (TEACHING METHOD)

Lecture: The professor will lecture and use a Power Point slide presentation to reinforce his lectures.

Cases: One case will be assigned the first week and two cases will be assigned weeks two, three, four and five. One case will be assigned week six. Four of the ten cases will be graded and turned in at the beginning of class at which time they will be discussed as an entire class. The other six cases will be read and then discussed in small groups prior to being discussed as an entire class. Student interaction and involvement is very important to the success of these discussions.

DVDs and Tapes: We will view at least one short DVD or Tape at the beginning of each class which will be closely tied to the topic covered in that class.

Articles: Articles will be handed out in each class. They are to be read prior to the beginning of the next class. Students are expected to be fully prepared to discuss the assigned articles.

CRITERIA FOR EVALUATION:

Grades will be given out for two exams, one country notebook, four case write-ups, and class participation. The exams will be a mix of both multiple choice and short answer / essay questions. Students should be advised that there are no perfect solutions for cases. As a grader I will look for organization, understanding, originality, breadth, depth of coverage, evidence of reflective thinking, and clarity of exposition.

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<tr>
<th>Category</th>
<th>Percentage</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams (2)</td>
<td>60%</td>
<td>300 points each</td>
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<tr>
<td>Country Notebook</td>
<td>20%</td>
<td>200 points</td>
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<tr>
<td>Case Write-ups (4)</td>
<td>10%</td>
<td>25 points each</td>
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<tr>
<td>Participation</td>
<td>10%</td>
<td>100 points</td>
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ASSIGNED CASES:
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<thead>
<tr>
<th></th>
<th>Case</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>1-1</td>
<td>Starbucks – Going Global Fast</td>
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<tr>
<td>2</td>
<td>1-4</td>
<td>Marketing Microwave Ovens to a New Market</td>
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<td>3</td>
<td>2.2</td>
<td>Cultural Norms: Fair and Lovely and Advertising</td>
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<td>4</td>
<td>2-6</td>
<td>When International Buyers and Sellers Disagree</td>
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<td>5</td>
<td>2-7</td>
<td>McDonalds and Obesity</td>
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<td>6</td>
<td>2-9</td>
<td>Coping with Piracy in China</td>
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<tr>
<td>7</td>
<td>3-2</td>
<td>Swifter, Higher, Stronger, Dearer</td>
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<td>8</td>
<td>3-3</td>
<td>Marketing to the Bottom of the Pyramid</td>
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<td>9</td>
<td>4-1</td>
<td>Tambrands – Overcoming Cultural Resistance</td>
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<tr>
<td>10</td>
<td>4-2</td>
<td>Iberia Airlines Builds a BATNA</td>
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