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

**Week One: January 13**

Scope and Challenge of International Marketing

**Week Two: January 20**

Martin Luther King Day
Dynamic Environment of International Trade

**Week Three: January 27**

History and Geography: The Foundations of Culture

**Week Four: February 3**

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

**Week Five: February 10**

The Political Environment
The International Legal Environment

**Week Six: February 17**

PRESIDENTS’ DAY
Economic Development and the Americas

**Week Seven: February 24**

Europe, Africa, and the Middle East

**Week Eight: March 3**

MIDTERM EXAM on Wednesday
Week Nine: March 10
The Asia Pacific Rim

Week Ten: March 17
SPRING BREAK

Week Eleven: March 24
Products and Services for Consumers

Week Twelve: March 31
Product and Brand Decisions

Week Thirteen: April 7
International Marketing Channels
Integrated Marketing Communications

Week Fourteen: April 14
Personal Selling and Sales Management

Week Fifteen: April 21
Pricing for International Markets

Week Sixteen: April 28
Presentations

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.

As we will only be together for 28 class sessions, more than three absences (unexcused) will result in the lowering of the final grade by one level (for example: from A to A- or A- to B+). More than five absences (unexcused) will result in a final grade of no higher than a C grade.

Exams (2): 60% 300 points each
Country Notebook: 20% 200 points
Case Write-ups (4): 10% 25 points each
Participation: 10% 100 points

ASSIGNED CASES:

1. Case 1-1  Starbucks – Going Global Fast
2. Case 1-4  Marketing Microwave Ovens to a New Market
3. Case 2.2  Cultural Norms: Fair and Lovely and Advertising
4. Case 2-6  When International Buyers and Sellers Disagree
5. Case 2-7  McDonalds and Obesity
6. Case 2-9  Coping with Piracy in China
7. Case 3-2  Swifter, Higher, Stronger, Dearer
8. Case 3-3  Marketing to the Bottom of the Pyramid
9. Case 4-1  Tambrands – Overcoming Cultural Resistance
10. Case 4-2  Iberia Airlines Builds a BATNA