

**COURSE SYLLABUS  
SPRING 2006  
INTERNATIONAL MARKETING  
MAR 6158-901**

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Office Hours: Th 3:30-4:30 P.M. and 8:45-9:15 P.M.  
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Text: Terpstra and Russow, International Dimensions of Marketing, 4th Edition, 2000  
Marketing 6158 Readings and Cases Packet (available at Pro-Copy)

Course Objectives:

1. To make students familiar with the current issues (“hot topics”) in international marketing.
2. To give students an appreciation of the international marketing environment and how it differs from the domestic environment.
3. To give students an appreciation of the complexities of introducing a product into a foreign country.
4. To increase analytical and critical thinking skills of students.
5. To provide experience in working cooperatively in a team setting.

Course Prerequisites

**This course assumes that students have had at least one marketing course, preferably at the graduate level. If the student has not had a graduate course in marketing, two undergraduate courses may provide sufficient background for successful completion of this course. If this is not the case for a particular student, this class should be postponed until the prerequisites are met.**

This course may be used toward fulfillment of the requirements of the Marketing Track or the International Track.

Method of Instruction

This course relies **heavily** on class discussion by students. Material will be presented via lectures, readings, class discussion, films and guest speakers. Emphasis will be placed on the integration of materials from all of these sources.

Student Teams

Student teamwork will be an integral part of this class. The international marketing plan will be prepared by teams. The instructor will not assign members to a team. Rather, students will form their own teams. Teams will consist of 4 or 5 members. Because of constraints on presentation time for the marketing plans, there will be a maximum of 8 teams in the class.

## Course Requirements

1. Readings and Text-Readings and/or text will be assigned for each class session. These should be read before class and points of interest and possible discussion noted.
2. Issue Paper- The Issue Paper is designed to give you an opportunity to examine an issue in the international marketing environment. As an “Issue” paper, the intent is to get you to examine not only the topic, but also the reason why the topic is controversial. The possible topics presented for your selection are very broad, and you are free to select a subtopic within that broad topic. The best papers will not just provide definitions and lists of subtopics, but will also enlighten as to **why** the topic is controversial. The best papers will also not only present the ideas of scholars and/or writers from the discipline, but will add your own analytical insights into the topic. The papers are to range from 6-10 pages, double-spaced.

At least one week prior to the presentation of a topic, students presenting will provide a bibliography of at least ten sources to the class. You will need to provide copies for each student. On the assigned date, presenters will utilize a brief PowerPoint presentation to introduce the topic to the class and serve as a resource for the class discussion. The presentation should take a maximum of 5 minutes. If students are not present on the date assigned for their topic, the presentation cannot be scheduled at a different date. The paper will also be turned in at that time.

3. International Marketing Plan- The purpose of the marketing plan is to provide students an opportunity to integrate and utilize all of the material learned during the course. Each team will select a country and a product which it would like to introduce into the country. A written marketing plan will be developed and a 20-25 minute presentation be given to the class. The written plan will be submitted to the instructor for grading. Further details will be provided in a forthcoming packet.
4. Written Work- **All** written work turned in **must** be typed. **All** written work will be evaluated on content, structure, grammar, punctuation, spelling, and citational format. One easy-to-use citational format is provided in the handout for the Project. That format can also be used in other written work for this class. **Please note that all ideas gleaned from sources other than yourself must be cited. This includes not only direct quotes, but also paraphrasing. If you do not cite other’s contributions, you will be guilty of plagiarism.**
5. Software is now available to faculty to detect plagiarism. The instructor reserves the right to use this software and to discipline students who are guilty of plagiarism. USF’s policies on academic dishonesty can be found at the website <http://www.ugs.usf.edu/catalogs/0001/ADADAP.HTM>
6. Attendance- All class meetings involve considerable discussion. Without discussants, there can be no discussion. Be there! Also note that one component of your grade is class participation. If you are not present, you cannot participate. Therefore, attendance will be taken and comprise part of your participation grade. The University does have a religious observances policy. That policy states that students are not compelled to attend class at a day or time prohibited by his or her religious belief. However, also note that the policy requires that students are expected to notify their instructors that they will be absent **prior** to the scheduled class meeting.
7. This class will utilize the +/- option for grading.

Grades:

The weights given to the various components of the course for grading purposes are:

Issue paper	40%
Marketing Plan	40%
Class Participation	20%

## TENTATIVE SCHEDULE OF ASSIGNMENTS

January 12	<b>Course Content and Course Structure</b> <b>Introduction to the Global Environment</b> Text- Chapter 1
January 19	<b>Globalization and Markets</b> Readings - "The Globalization of Markets" - Theodore Levitt's "The Globalization of Markets" - "Managing in a Borderless World" - "World is flat" Case - "McDonalds..."
January 26	<b>Library Resources/Group Project Meetings</b>
February 2	<b>Political and Legal Environment</b> Text - Chapter 2 Cases - "Bud vs. Bud" - "United States vs. Cuba" <b>Issue 1 - Impact of Globalization</b>
February 9	<b>Social and Cultural Environments</b> Text - Chapter 3 Readings - "The Silent Language in Overseas Business" - "How to Avoid business Blunders Abroad" <b>Issue 2 – World Trade and Regional Market Agreements</b>
February 16	<b>Product Strategies</b> Text - Chapter 5 Reading - "Strategies for Managing Brand and Product in International Markets" Case - "It's a Small World After All...Or Is It?" - "The Smart Car" <b>Issue 3 – Political and Legal Impact- Intellectual Property Rights</b>
February 23	<b>Distribution Strategies</b> Text - Chapter 6 Readings - "Case Example - Japan" - "Exporter's Guide to Selecting Foreign Sales Agents and Distributors" - "Behind the Scenes: Adding Utility to a Case of Wine through Distribution Channels" <b>Issue 4 – Global Branding</b>
March 2	<b>Group Project Meetings</b>
March 9	<b>Pricing Strategies</b> Text - Chapter 7 Reading - "Unraveling the Mystique of Export Pricing" Case - "LVMH and Luxury Goods Pricing" <b>Issue 5 – Strategic Alliances</b>

March 16	<b>SPRING BREAK</b>
March 24	<b>Promotion Strategies</b> Text - Chapter 8 Reading - "International Communication: An Executive Primer" Case - "Benetton Group..." <b>Issue 6 – Pricing Strategies –Parallel Imports/Counter-Trade</b>
March 30	<b>Group Project Meetings</b>
April 6	<b>Ethics in the Global Marketplace</b> Readings - "Global Ethics" "Ethics Are Cause for Concern" "The Foreign Corrupt Practices Act's Consequences for U.S. Trade: The Nigerian Example" <b>Issue 7 - Green Marketing and/or Ethics</b>
April 13	<b>PROJECT PRESENTATIONS</b>
April 20	<b>PROJECT PRESENTATIONS/Group Project Meetings</b>
April 27	<b>TURN IN PROJECTS</b>