

**University of Missouri-St. Louis**  
**International Marketing (MKTG/IB 3780)**  
**Spring 2014**  
**MW 11 a.m. – 12:15 p.m. (207 SSB)**

**INSTRUCTOR:** Dr. Janet Y. Murray  
E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs in  
International Business  
Professor of Marketing  
SSB 458

**OFFICE:** SSB 458

**OFFICE HOURS:** MW 9:45 a.m. – 10:45 a.m. and by appointment

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**REQUIRED TEXT:**

Philip R. Cateora, Mary C. Gilly and John I. Graham (2011), *International Marketing*, 15<sup>th</sup> edition, McGraw-Hill Irwin, New York, NY.

**RECOMMENDED READINGS:**

*Business Week, Fortune, The Wall Street Journal, The Economist*

**COURSE CATALOG DESCRIPTION:**

Marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasized as well as competing in markets of various cultures. (UMSL catalog)

**COURSE OBJECTIVES:**

Current interest in international marketing can be explained by changing competition, coupled with shifts in demand characteristics in markets throughout the world. With the increasing globalization of world markets, companies find that they are unavoidably enmeshed with foreign customers, competitors, and suppliers. Today, most business activities are international in scope. Technology, research, production, capital and investments have international dimensions. Every business must be able to complete in an increasingly interdependent international economic environment. Thus, the need for studying international marketing is becoming evident, and in fact imperative. This course focuses on the following objectives:

1. To provide an overall management perspective on the functions and significance of international marketing.
2. To develop an understanding of the multiple environments within which companies operate.
3. To develop an understanding of the tools and techniques in screening and analyzing international markets.
4. To apply skills in developing the appropriate marketing mix for international markets.

## **COURSE STRUCTURE AND REQUIREMENTS:**

**Class Format.** The course will be based on a lecture and discussion format. I will upload course materials and announcements on Blackboard. Students are responsible for checking Blackboard regularly and printing the course materials for their own reference.

**Class Participation/Attendance.** You are expected to study the assigned materials for each session and be prepared to participate in class discussions. Regular and on-time attendance and contributions to class discussions on course-related topics are important components of the learning process. Your grade for class participation will be based on your attendance, and the frequency and quality of your contribution. You are responsible for providing your signature on the attendance sheet; however, if you are more than 10 minutes late, you are not allowed to sign in. If you leave before a class session is over, it will be counted as an absence even though you have provided your signature on the attendance sheet.

**Individual Case Analyses.** We will conduct a total of four case analyses. Each student is responsible for performing two individual case analyses: one case analysis with a written component and an oral component, and one with a written component only. I will assign the two cases to each student. Refer to the handout on “Individual Written Case Analysis Guidelines,” which will be distributed on *January 29, 2014*.

**Individual Assignment.** The individual assignment, which is related to exchange-rate calculations, will be due on *April 30, 2014*.

**Policy for Late Assignments.** Late assignments will be penalized 30% for each *calendar* day they are late. Please note that you can submit your assignments before the due date; however, assignments submitted *after the class hour on the due date* are considered as late and are subject to the penalty mentioned above.

**Tests.** There will be three tests, which will be held on *February 19* (Chapters 1 – 5), *March 19* (Chapters 6 – 10), and *April 23, 2014* (Chapters 11 – 15). The tests consist of non-essay questions (e.g., multiple-choice, true or false, fill-in-the-blank questions). Students have to take all three tests; however, only two tests will be counted toward the final course grade, with the lowest test score dropped. For those students who have taken two tests only, 5 points will be deducted from the total score of the two tests.

**Final Examination.** The final examination, which will be held on *Monday May 12, 2014 (10 a.m.-noon)*, may consist of both essay and non-essay questions. It will include Chapters 16 and 18, selected chapters from the three tests, the four cases, and other materials.

**Policy for Tests and Final Examination.** There will be no make-up tests given. Make-ups for the final examination will be granted only for extreme personal problems/illness. You must contact the instructor *before* the final examination and show documented evidence to be eligible for the make-up final exam. Any students who have not made an arrangement for make-up exams *before* the final examination will receive a zero grade on the final examination. The privilege of a make-up final examination is at the professor’s discretion.

## **ACADEMIC DISHONESTY:**

“Students at the University of Missouri-St. Louis are expected to exhibit the highest standards of academic integrity. An act of academic dishonesty (e.g., cheating, plagiarism, sabotage) is an offense against the university. For that reason, university rules prescribe disciplinary as well as academic consequences for academic dishonesty.” (UM-St. Louis Academic Dishonesty Guidelines)

## **PERFORMANCE EVALUATION:**

Each student will receive a grade determined through an evaluation of the following:

Two tests (40%)	=	80 points
Final Exam (25%)	=	50
Individual Case Analysis (with Oral Presentation) (12.5%)	=	25
Individual Case Analysis (without Oral Presentation) (10%)	=	20
Individual Assignment (2.5%)	=	5
Class Participation/Attendance (10%)	=	20

A	=	180 – 200 points
B+	=	172 – 179
B	=	162 - 171
B-	=	158 - 161
C+	=	152 - 157
C	=	142 - 151
C-	=	138 – 141
D+	=	132 - 137
D	=	122 - 131
F	=	121 and below

**TENTATIVE COURSE SCHEDULE AND ASSIGNMENTS\***

<b>WEEK</b>	<b>DATE</b>	<b>TOPIC</b>	<b>ASSIGNMENTS</b>
1	1/22	Introduction to the Course	
2	1/27	The Scope and Challenge of International Marketing	Chapter 1
	1/29	The Dynamic Environment of International Trade <b>ASSIGN INDIVIDUAL CASE ANALYSES</b> <b>HANDOUT ON INDIVIDUAL CASE ANALYSES</b>	Chapter 2
3	2/3	The Dynamic Environment of International Trade	Chapter 2
	2/5	History and Geography: The Foundations of Culture	Chapter 3
4	2/10	Cultural Dynamics in Assessing Global Markets	Chapter 4
	2/12	<b>CASE 1 (1-1 STARBUCKS—GOING GLOBAL FAST)</b>	
5	2/17	Culture, Management Style, and Business Systems	Chapter 5
	2/19	<b>TEST 1</b>	
6	2/24	The Political Environment: A Critical Concern	Chapter 6
	2/26	The Political Environment: A Critical Concern The International Legal Environment: Playing by the Rules	Chapter 6/ Chapter 7
7	3/3	The International Legal Environment: Playing by the Rules	Chapter 7
	3/5	<b>CASE 2 (2-3 STARNES-BRENNER)</b>	
8	3/10	Developing a Global Vision through Marketing Research	Chapter 8
	3/12	Economic Development and the Americas	Chapter 9
9	3/17	Europe, Africa and the Middle East	Chapter 10
	3/19	<b>TEST 2</b>	
10	3/24	<b>SPRING RECESS</b>	
	3/26	<b>SPRING RECESS</b>	
11	3/31	The Asia Pacific Region	Chapter 11
	4/2	Global Marketing Management: Planning and Organization	Chapter 12
12	4/7	Products and Services for Consumers	Chapter 13
	4/9	Products and Services for Businesses	Chapter 14
13	4/14	<b>CASE 3 (McDONALD's GREAT BRITAIN)</b>	

	4/16	International Marketing Channels	Chapter 15
14	4/21	Pricing for International Markets	Chapter 18
	4/23	<b>TEST 3</b>	
15	4/28	Pricing for International Markets	Chapter 18
	4/30	<b>CASE 4 (1-2 NESTLE) INDIVIDUAL ASSIGNMENT DUE</b>	
16	5/5	Integrated Marketing Communications and International Advertising	Chapter 16
	5/7	Wrap-up session	
	<b>5/12</b>	<b>FINAL EXAMINATION (10 a.m. – noon)</b>	

\* Schedule may be changed at the discretion of the professor.