



OGLETHORPE
UNIVERSITY

BUS 375 GO Rome
International Marketing: LeadAbroad Program Summer 2021

Professor: David L. Nasser, PhD
Email: dnasser@oglethorpe.edu

Course Description

In this course, will explore the fundamentals of how marketing is conducted on an international scale, the strategies and tactics involved, the potential barriers and pitfalls, the similarities and differences compared to marketing in the U.S.

Course Objectives: To complete this course successfully, the student should:

1. Be able to explain the distinguishing characteristics of International Marketing.
2. Be able to discuss the various rationales for marketing across borders.
3. Demonstrate familiarity with how local culture influences marketing strategy and tactics.
4. Be able to discuss, specifically, how marketers must be cognizant of and make appropriate adjustments to Product, Price, Promotion, Distribution and CRM when abroad,
5. Be able to discuss the pros and cons of Global Vs “Glocal” branding.
6. Show recognition and understanding of ethical issues facing marketers abroad.

Required Text

Baack, Harris and Baack, International Marketing, 2nd Edition Sage Publications
ISBN: 13: 978-1506389219
ISBN-10: 150638921X

There’s an electronic version that you can get directly from Sage Publications. Below is the link to the Vital Source website where you can also purchase/rent an electronic version of this text. It’s also available via Amazon. You all know what to do.

1. **The Wall Street Journal Available On Line Through The Library. See instructions and link below. This is free. We will be discussing articles of interest from time to time,**
 1. Visit <https://partner.wsj.com/enter-redemption-code/OGLEf5uhh80j>
 2. Choose your category and enter your name and Oglethorpe email address
 3. Check your email and confirm your registration

ACTIVITIES AND ASSIGNMENTS

Group Project

Students will form into groups of 5-6 and prepare a management briefing for marketing in one or more foreign markets. The proposal will reflect issues of strategy, considerations of culture and challenges of implementation that the students expect would be encountered. In addition to the paper, each team will prepare a presentation of their findings and recommendations. Both the formal proposal and the presentation will be graded. Groups will select a specific country or set of countries, and using various resources, learn about how an American company should go about marketing in that country. Or the group may choose to do a case study of a particular international brand and how it is marketed globally. Additional guidance for the preparation of the paper will be provided in-class. All topics must be submitted to the instructor for approval.

Observation Exercises

- I will on a couple of occasions, ask you to observe some aspect of international marketing as you explore Rome or other parts of Italy and to write a one-page (at most) reaction paper about what you observed and what you learned.

Exams

There will be two exams derived from the text, handouts, and any other materials presented in class. The second exam will be given during the last week. Exams will not be cumulative.

Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or death in the immediate family is given in advance.

Grades*(All grades are earned on a straight percentage basis)*

Exams (2 @ 25 pts)	50 points
Group Project (report and presentation)	40
Attendance and participation	10

100 points

Policies and Procedures

- **Accommodations** – any student needing accommodations due to a disability must contact Mr. Mark Gross (mgross@oglethorpe.edu) to make arrangements and then forward those accommodations to the instructor.
- **Classroom Etiquette (Violation can result in dismissal for that day's class).**
 - Show up on time, do not leave during class, and do not leave early.
 - Turn off cell phones – no texting.
 - No sleeping, surfing the web, listening to music, talking, or reading outside material.
- **Attendance** - Students are expected to attend all class sessions and be active participants in class discussions. Attendance will be taken and will be counted towards your final grade. Full attendance/participation points will be awarded for **0** absences, regular class participation, and abiding by classroom etiquette. Lead Abroad has a strict Attendance Policy. We instructors report attendance daily.
- **Due Dates** – All assignments are due on the assigned due date at the beginning of class.
No assignments will be accepted late!
- **Incompletes** – Refer to the complete reading of the University's policy in the *Bulletin*.
- **Honor Code** – Our honor code is an academic one. The code proscribes cheating in general terms and in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as “the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud in order to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community's confidence in the honorable state to which we aspire.”

**All work in the course is subject to the terms of the honor code.
See the *Bulletin* for a complete reading.**

Honor Code

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay or other work:

I pledge that I have acted honorably.

(Signed) _____

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

Plagiarism

Plagiarism includes representing someone else's words, ideas, data, or original research as one's own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

Cheating

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person's work or participation in such an effort.
- An attempt or participation in an attempt to fulfill the requirements of a course with work other than one's original work for that course.

CLASS SCHEDULE
Subject To Change *

Dates	Topic	Preparation	Activities
WEEK 1			
TH: 7/1	Introduction to International Marketing	Read Chapter 1	• Class Introductions
FRI: 7/2	Culture and International Marketing	Read Chapter 2	• Assignment to Groups
WEEK 2			
MON: 7/5	Global Trade and Integration	Read Chapter 3	
TUE: 7/6	Country Selection and Entry Strategies	Read Chapter 4	Topics due for approval
WED: 7/7	Planning, Organization, Control	Read Chapter 5	
THU: 7/8	Segmentation in An International Context	Read Chapter 6	• Case Discussion
WEEK 3			
MON 7/12	International Positioning	Read Chapter 7	
TUES 7/13	Product and Branding Strategy	Read Chapter 9	• Case Discussion • In Class Exercise
WED 7/14	Standardization and Adaptation	Read Chapter 10	
THU 7/15	Exam #1	Chapters 1-9	
WEEK 4			
Mon 7/19	Pricing and Finance	Read Chapter 11 & 12	Project Progress Reports Due
Tue 7/20	Distribution	Read Chapter 13& 14	
Wed 7/21	Distribution	Read Chapter 13& 14	
Thu 7/22	Marketing Communication	Read Chapter 15	
WEEK5			
Mon 7/26	Sales Promotion & PR	Read Chapter 16	
Tue 7/27	Project Clean Up		
Wed 7/28	Exam #2	Study Chapter 10-16 Material	
Thu 7/29	Project Presentations		
Fri 7/30	Last Day Wrap Up		

Global Trade and Integration

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