



for a full description of the School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

Comm 441 International Marketing

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Office Hours: As posted on Blackboard and at our offices.

COURSE DESCRIPTION:

This course will examine cultural concepts and conceptual frameworks, and discuss their implications on the application of marketing principles, the marketing-mix and their effect on market dynamics in a cross-cultural and multi-cultural context.

The intent of this course is to provide you with:

- A basic understanding of the intrinsic power that culture plays in international marketing;
- Specific tools with which to explore new markets outside of Canada; and
- An appreciation of various entry strategies for developing those markets.

The class will blend lecture style and an interactive format to provide a forum whereby students can offer their own ideas regarding concepts covered in class and learn to support these ideas.

COURSE OBJECTIVES:

The Canadian business environment has been irrevocably altered by the evolution of the global economy.

- To survive and prosper in the increasingly dynamic economic environment requires that the contemporary marketer be both knowledgeable of, and conversant with, a fundamental driver behind many facets of the global marketplace – culture.
- The essence of International Marketing is to successfully apply established and proven marketing precepts (including market segmentation, targeting and positioning) in a dichotomy of culturally different environments.
- Projects provide "hands-on" experience applying course concepts in a practical undertaking.

REQUIRED TEXT:

Hill, Charles and McKaig, Thomas, *Global Business Today*, 3rd Canadian Edition, McGraw Hill.

The course also uses a reading package that is available in the bookstore.

COURSE ASSIGNMENTS AND GRADE WEIGHTING

Assignment	Due Date	Grade Weight
Situational Analyses – 2 cases @ 15% each	Oct 5, Nov 9	30%
Major paper – Adopt A Market	Nov 30	20%
Midterm Exam	Oct 26	20%
Final Exam	TBD	30%
Total		100%

Situational Analyses – 30% of grade

Students will evaluate three cases, each worth 10% of the overall grade. In **at least** seven (7) pages analyse the subject material in the case. When submitting your analyses, please ensure they address the following questions:

1. Identify the issue(s) – What are the central issues (problems / opportunities) at this time?
2. Analyse the situation – Are there various perspectives to consider?
3. Consider alternative solutions – Compare at least two options.
4. Recommend a course of action – Select one preferred option, and consider ways to mitigate any downsides that may arise as a result of taking that action.

Term Paper – 20% of grade

Students will prepare a paper of at least ten (10) pages in length. Students will prepare a report on a country that they are unfamiliar with, and represents a culture that is **not** their background. (A student born in Canada, but from an ethnic background that is, say, Jamaican, would not consider any country in the Caribbean.) The report should consider:

- a. The history of the country that is relevant to its current situation;
- b. Its cultural profile using Hofstede's dimensions, with particular focus on one or two dimensions that are particularly different from Canada.
- c. The implication of one of these cultural differences on consumer preferences – how the difference would affect how they buy. Use a particular Canadian product to illustrate this difference.

This is an academic paper in a senior-year undergraduate course. As such, academic norms apply.

- All papers will use the third person and adopt a strictly objective style. Departure from this norm will lower the grade awarded to the work.
- Source citation and referencing are particularly important at this level. Failure to **cite sources** or include a **proper bibliography** will automatically result in a failing grade on the assignment.

Grading System:

Excellent	A+	90%-100%	Satisfactory	C+	67%-69.9%	Failure	F	0%-49.9%
	A	85%-85.9%		C	63%-66.9%			
	A-	80%-84.9%	Marginal	C-	60%-62.9%			
Good	B+	77%-79.9%		D+	57%-59.9%			
	B	73%-76.9%		D	53%-56.9%			
	B-	70%-72.9%		D-	50%-52.9%			

ASSIGNMENT DESCRIPTION:

Paper Format:

- Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments; the proper citation of sources; inclusion of bibliographies; and the use of proper spelling and grammar.
- All submissions are to use 12-point font, double-spaced.
- Page numbers are required – their use greatly assists in quickly determining missing pages

Due Dates / Late Assignments: All assignments are due at the beginning of class. Assignments turned in on the date due, but after the beginning of class, will be assessed a 10% late penalty. Anything turned in after the due date will not be accepted.

Missing Exam: Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement and illness are admissible justifications for absence from a scheduled examination. For students with an admissible justification on the midterm will write a cumulative final examination covering all of the material in the course.

PLAGIARISM AND ACADEMIC MISCONDUCT:

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

ETHICAL STANDARDS

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade.
2. Asking for extra assignments for the purpose of raising a grade.
3. Asking that the grade be raised because it is very close to the next higher grade.
4. Asking that the grade be raised because you did very well on one part of the course/grading scheme.
5. Asking for a higher grade because you don't like the grading scheme.
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason.
7. Asking to be treated better than other students by making an exception to the rules.
8. Asking for any other unfair advantage in grading.

DISABILITY SERVICES

Any student in this course who, because of a disability, may need special academic accommodation are invited and encouraged to discuss this with me, or contact Disability Services located in room 7-103.

COURSE SCHEDULE:

Date	Material Covered	Ch	Assignment	Article to read before class
Sept 14	Course overview The emerging global marketplace			
Sept 21	The Cultural Environment	3		Why the Chinese hate to use voice mail WSJ 2005 12 01 Worldview - What makes people vote Republican EDGE 2008-09-09
Sept 28	Global Strategy	11		How Sony won the HD-DVD war FORTUNE 2008 02 28 How Microsoft conquered China FORTUNE
Oct 5	Global Marketing and R&D	14	Case 1 due (Catfish)	Ikea - How the Swedish retailer became a global cult brand Levitt & Holt articles
Oct 12	Thanksgiving Day – UNBC closed			
Oct 19	Entering Foreign Markets	12		Starbucks to Invade Colombia TIME 2013 08 31 Why Proctor and Gamble needs to shave more Indians BW 2011 06 09
Oct 26	Midterm – Chapters 3, 11, 12, 14		Mid-Term Confirm Term Paper	Video – Spanglish or Archangel
Nov 2	Return midterms – review Market Research			Consumer Behaviour - The vanishing mass market BW 2004 07 12
Nov 9	Market access: from Exporting to Strat Alliance	7, 13	Case 2 due (Dell)	Canadian energy giants rush deep into Texas FP 2008 06 06 Are you being served? BBC 2011 07 21
Nov 16	Human Resource Management Ethics in International Business	16 4		Brin drove Google to pull back in China WSJ 2010 03 24
Nov 23	Marketing Environment: Country Differences	2		Go Russia MEDVEDEV 2009 09 10 Huawei - The long march of the invisible Mr. Ren ECONOMIST 2011 06 02
Nov 30	Getting the product to market	15	Term Paper due	Coke in Africa BW 2010 10 28