

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN"><DIV class=Section1>Bellevue Community College

MKTG200 International Marketing (5 CR)

COURSE SYLLABUS – Fall 2007

Instructor: Louis Watanabe
Time: Mon, Wed 12:30-2:40pm
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Help Sessions: By appointment
Office: Main Campus A252
Section: 4420A
Classroom: R202
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Required Text: International Marketing, Czinkota & Ronkainen, Thomson/Southwestern, 8th Ed.

Course Description: This course examines marketing concepts and strategies as applied to global markets. Students will explore the implications of organizing people, process, and technology given the influences of ideas, culture, laws, and economics. The course is intended to be more hands-on, although students will use a combination of text, lectures, case studies, outside reading, company research, video, group work and presentation to enhance learning and practicing skills.

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Learning Objectives: At the end of this course, students will:

- Synthesize information to explain how countries trade with each other.
- Articulate how international trade impacts our daily lives, our culture, and our economy.
- Describe how international trade creates goodwill.
- Explain the concept of a global economy.
- Explain the concept of interdependence among countries.
- Explain how religious beliefs, cultural and language differences impact international marketing.
- Explain the function of an international trade group and identify three of them.
- Describe how a country's infrastructure can enhance or limit trade.
- Explain the importance of brand identification.
- Describe how the political climate of a country can impact international trade.
- Describe how to identify appropriate media for products/services sold in other countries.
- Explain the current state of development of international marketing on the Internet.
- Identify and explain five career opportunities in international marketing.

Special Accommodations:

If you have medical information to share with me in the event of an emergency, please contact me via email or come to see me during office hours. Emergency preparedness is important!

If you need course modifications / adaptations or accommodations because of a disability, I can refer you to our Disability Resource Center (DRC).

If you prefer, you may contact them directly by going to B132 or by calling 425.564.2498 or TTY 425.564.4110. Information is also available on their website at <http://bellevuecollege.edu/drc/>

Checklist:

Here are some actions that will help to get you started for this course:

- _____ Officially registered for class
- _____ Access to computer/printer/word processing & other software applications as needed

- _____ Access to e-mail & World Wide Web
- _____ Completed class student profile
- _____ Reviewed syllabus, instructor expectations and grading

About Your Instructor:

I enjoy teaching business courses (especially statistics) and counseling small business owners. I spent 18 years in various software marketing and engineering positions. As a senior software product manager at Digital Equipment Corporation, I worked on product requirements, crisis management, a direct mail campaign in Europe, and the enforcement of domestic trademarks, patents, and copyrights. As senior systems engineer at Wall Data, I was responsible for customer service to software resellers in Japan and the Asia Pacific/Latin America region. With Nathan Myhrvold, I co-founded Dynamical Systems Research which developed windowing technology acquired by Microsoft and introduced in Windows v3.0.

Instructor Expectations

Rule 1: Everyone is equal. No special treatment.

Everyone may request an accommodation for special circumstances, however.

Rule 2: Everyone deserves to be treated with courtesy and respect.

If you wish to speak, please raise your hand and you will be given an opportunity by the instructor. Please do not interrupt or talk to other students during class lecture. If you need more time than class allows, your instructor will be happy to meet with you.

Rule 3: Work must be timely and of professional quality.

Written assignments will be collected at the beginning of the period in which they are due. **Late assignments will not be accepted.**

Rule 4: Be on time and attend class regularly throughout the quarter.

Commitment is the key to success. Experience shows that test grades reflect your level of attendance. Excessive absences, tardiness, and leaving early also disrupt class and your instructor. There are times when we can't make class or have to leave early so let your instructor know. If you can't make class, a courteous e-mail will suffice. If you must leave early, please try to sit close to the exit. In cases of extreme weather, check local weather reports for notice of closures. Use your best judgment.

Rule 5: Cheating, Stealing and Plagiarism will not be tolerated.

Cheating includes, but is not limited to, copying answers on exams, glancing at nearby exams, turning in assignments or papers that have been used in other classes, and giving or receiving help during an exam. Cheating includes, but is not limited to, purchasing or selling notes, assignments or examination materials.

Stealing includes, but is not limited to, taking the text, notes, exams, library books or other personal property of others without their permission.

Plagiarism is presenting the words, ideas, and/or work of others as if it is an individual's own work. It includes, but is not limited to, using other's papers as one's own and including parts of published works without giving credit where credit is due. **(Especially from internet websites!)**

If you choose to cheat, steal or plagiarize material, your instructor is authorized take the following actions:

- You will receive a failing grade for the course.
- A report of the incident will be forwarded to the Dean of Student Services, who may file the report in your permanent record and/or take further disciplinary action.

If you feel you have been unfairly accused of any of the above, you may appeal. For a description of due process, see WAC 132H-120, available in the Dean's office.

Rule 6: Immediately inform your instructor if you need medical attention or discover an unsafe condition.

Overview of Course Activities and Grading

Your grade is calculated from four required activities. **A pass grade will not be given unless all requirements of the course are completed.** The grade you receive for the course will be derived using a decimal grading system. As a guide, consider the following absolute grading system:

Course Requirements:

Midterm & Final Exams (100 points each)	200
Class Assignments	100
Project Report & Presentation	100
Participation and Class Exercises	100
TOTAL	500 points

Grading:

95 - 100%	A	4.0	500-475
90 - 94	A-	3.7	474-450
86 - 89	B+	3.3	449-430
83 - 85	B	3.0	429-415
80 - 82	B-	2.7	414-400
76 - 79	C+	2.3	399-380
73 - 75	C	2.0	379-365
70 - 72	C-	1.7	364-350
66 - 69	D+	1.3	349-330
60 - 65	D	1.0	329-300
Below 60	F	0.0	<300

Midterm and Final Exams are important snapshots of your understanding of the material. They each represent 20% of your total grade. **ABSOLUTELY NO MAKE-UP EXAMS WILL BE GIVEN.** Early exams may be arranged in advance with the instructor.

Participation and class exercises represents 20% of your total grade. Participation in class is an important way for everyone to learn from other people's experiences. You are expected to contribute work in groups or as individuals. Your contribution counts for points and will serve as a measure of attendance. Consistent good attitude and attendance is expected by your instructor and **strongly influences** this component of your grade.

Assigned Write-ups and Findings represent 20% of your total grade. Each week students will be assigned to research the weekly topic from **internet, newspaper or magazine articles**. Students should be prepared to present their findings to the class along with a written full, two-page brief. Each brief should follow the format instructions for each assignment.

Written assignments will be collected at the beginning of the period in which they are due. **Late assignments will not be accepted!**

Group Research Project and Presentation represents 20% of your grade. The objective is to learn about international markets while developing research, writing and presentation skills. Your instructor will divide the class into working groups who will research markets in another country.

Pick an international company of your choice. You may reference Fortune magazine's List of Global Most Admired Companies located at: <http://money.cnn.com/magazines/fortune/global500/>. Do some research on the internet or from the library and try to determine what makes it a great company from an international perspective. You may propose alternative international companies if you so choose.

Step 1: In your group, pick a leader and a recorder. The recorder takes meeting notes.

Step 2: Choose a country. You will collect information about people and process.

Step 2: Choose a company or an industry. You will describe a particular process or experience that represents an adaptation for international markets. The market CANNOT be a domestic for this company.

Step 3: Each member of the team will be assigned by the leader to collect and organize information about international market which may include:

- Relevant History
- Currency, Laws, and Taxes
- Language, Customs, Culture, and Holidays
- Interesting News within the past 12-18 months
- Marketing issues unique to international market
- Operational issues unique to international market
- Financial issues unique to international market
- Major Competitors

Step 4: Each group will organize a report with members' contributions that includes an evaluation of the international market, the company's ability to adapt to this market. and an evaluation of the group project.

Grading criteria for Group Case Analysis

Write-up and appropriateness of narrative	25%	
Summary of the facts	25%	
Project Evaluation	25%	
Group oral presentation		25%
Total		100%

Presentation grading criteria considers:

- Voice (articulation, pronunciation, and volume)
- Language (clarity, color, correctness, and conciseness)
- Non-verbal communications (facial expressions, gestures, and eye contact)
- Use of visual aids
- Organization (simplicity, timing, symmetry, orderliness)
- Logical thought (presentation of information shows analysis, synthesis, and documentation)

The Meaning of Grades Earned in This Class

"A" GRADES INDICATE "OUTSTANDING" ACHIEVEMENT

The "A" student:

- demonstrates consistent mastery of learning outcomes for the course;
- demonstrates ability to interpret, integrate, and apply learning outcomes beyond the context of the course through application of critical and creative thinking skills;
- completes work assignments that consistently exceed requirements and that interpret and apply objectives in new, unique, or creative ways;
- demonstrates consistent leadership in class participation activities.

"B" GRADES INDICATE "HIGH" ACHIEVEMENT

The "B" student:

- demonstrates a high level of competence in learning outcomes for the course;
- demonstrates ability to interpret, integrate, and apply learning outcomes within the context of the course through application of critical and creative thinking skills;
- completes work assignments that consistently meet most requirements;
- contributes regularly to class participation activities.

"C" GRADES INDICATE "SATISFACTORY" ACHIEVEMENT

The "C" student:

- demonstrates a satisfactory level of competence in learning outcomes for the course;
- demonstrates competent ability to interpret, integrate, and apply learning outcomes within the

context of the course;
completes work assignments that satisfy minimum requirements for the course;
satisfies minimum requirements for class participation activities.

"D" GRADES INDICATE "POOR" ACHIEVEMENT

The "D" student:

demonstrates minimum competence in some learning outcomes for the course;
completes work assignments that usually meet minimum requirements;
contributes inconsistently or infrequently to class participation activities.

"F" GRADES INDICATE "UNSATISFACTORY" ACHIEVEMENT

The "F" student:

typically doesn't do much work, rarely shows up, and doesn't drop the course by the deadline;
cannot demonstrate competence in many or fundamental learning outcomes;
does not complete the assigned work or submits work that does not meet minimum requirements;
does not satisfy minimum requirements for attendance or contribution to class activities.

Tentative Schedule

<u>Week:</u>	<u>Topic:</u>
Week #1 (09/24-09/28)	Meeting 1 – Chapters 1-2 International Environment Meeting 2 – Chapter 3 Cultural HW: Due Wed, Sep. 26 - Skim Chapters 1 and 2. Do Internet Exercises With the exercises, note any surprises or difficulties in
#1.1, 2.1 getting the information.	Bring something cultural from another country for Wed.
Week #2 (10/01-10/05)	Meeting 3 – Chapter 3 Cultural Meeting 4 – Ch 4/5 Economics/Politics HW: Due Wed. Oct. 3 – Read Chapter 3, Skim Chapters 4 and 5. Answer Chapter 3 questions 1, 2, 3, and 5 in Questions for Discussion and the questions for the case study "IKEA in the USA" found after Chapter 5. Video: Fair Trade Coffee
Week #3 (10/08-10/12)	Meeting 5 – Chapter 6 Strategic Planning Meeting 6 – Strategic Planning / Team Project Discussion HW: Due Wed. Oct. 10 - Read Chapter 6 Do Assignment Handout #1
Week #4 (10/15-10/19) Control	Meeting 5 – Chapter 7 Marketing Organization, Implementation, and Meeting 6 – Chapter 8 Research HW: Due Wed. Oct. 17, Read Chapter 7, 8, Do Assignment Handout #2 Video: Pier 1 Imports
Week #5 (10/22-10/26)	Meeting 7 – Chapter 9 Market Entry and Expansion Meeting 8 – Review HW: Due Wed. Oct. 24, Read Chapter 9 Video: Lakewood Chopsticks
Week #6 (10/29-11/02)	Meeting 9 *** MID-TERM *** Meeting 10 – Ch 10 Product Adaptation Video: Whirlpool Corporation microwave oven technology
Week #7 (11/05-11/09)	Meeting 11 – Chapter 11 Export Pricing Meeting 12 – Chapter 12 Marketing Communications
Week #8	

(11/12-11/16)
No class 11/12

Meeting 13 – Chapter 13 Distribution Management

Week #9
(11/19-11/23)
Holiday 11/22-23

Meeting 14 – Chapter 14 Global Product Management and Branding
Meeting 15 – Chapter 15 Global Services

Week #10
(11/26-11/30)

Meeting 15 – Chapter 16 Global Logistics and Materials Management
Meeting 16 - Chapter 17/18 Global Pricing/Promotional Strategies

Week #11
(12/03-12/07)

Meeting 17 Project Time
Meeting 18 Country Presentations and Paper due

Week #12
(12/10-12/12)

Finals Week
BCC official final exam times listed in class schedule
***** FINAL – Wed, Dec. 12, 11:30am-1:20pm *****