



# International Marketing

IBUS 6201, 3 credits

Semester: Spring of 2017 (1/23/17 to 5/1/17)

## **Course description**

International marketing strategy formulation, including market entry, local market development, and global market integration; strategic challenge of global marketing formulation and local market adaptation, with attention to market conditions in mature, new growth, and emerging market environments; emerging trends.

The course examines international marketing taking several stakeholder viewpoints and integrating multiple market contexts. It provides an understanding of the big picture and its dynamism, but also analyses specific situations at different stages of development, different marketing settings and diverse marketing problems.

## **Learning objectives**

1. Understand key elements of international marketing
2. Develop an analytical-critical framework how to approach international marketing issues
3. Understand international business opportunities and threats (including regulatory/environmental aspects)
4. Cultivate the ability to work with other markets, cultures and contexts
5. Develop managerial competences on problem solutions for international marketing

## **Professor:**

Dr. Maria Elo, Assistant visiting professor in international business

## **Reading material**

1. Hollensen, Svend (2017) Global marketing, 7<sup>th</sup> edition, Pearson
2. Cavusgil, Tamer, S., Knight, Gary & Riesenberger, John, R. (2013) A Framework for International Business, Pearson
3. de Mooij, Marieke (2005) Global Marketing and Advertising, Understanding Cultural Paradoxes, 2. edition, Sage
4. Selected reading material, articles and journal papers are provided additionally

## **Course content and assessment**

The course provides broad material for a thorough understanding of contemporary international

marketing. The course employs the blackboard system for coordination and sharing of material. The assignments and the readings are posted there.

Classroom participation is essential. The students train and work together virtually and in the classroom to deal with the challenges of international marketing. In thematic discussion rounds, presenters and discussants lead the debate, but all roles rotate to include all students.

The criteria for general class participation builds on numerous aspects such as attendance, quality of participation, involvement in developing common results and ability to work in mixed teams.

Moreover, the students are expected to actively build and co-create content through the group case study and its presentation. In addition, a personal and individual learning diary (Microsoft Word or PDF) forms a part of the learning system and individual reflections on the topics. Students are expected to use the material provided in Blackboard for pre-reading as instructed, but also for the learning diary.

Case analysis is a central tool for learning in this course. It is part of the learning in the classroom in the form of so called "instant cases" where students tackle with international marketing problems and challenges in order to generate solutions and test alternative ways to perform simultaneously and with shorter time spans. In addition to the instant cases, a business plan-type of a case study forms a significant part of the course. This is an exercise where real-life businesses are involved as case companies. The group case study report contains two elements that are assessed: a group's case study (live) presentation per se, and the power point presentation that is submitted as an assignment. It is recommended also to provide handouts for the audience.

The individual exam is constructed so that it includes several types of elements: multiple choice questions, shorter open-ended questions on particular items, and a case for individual problem solving where the learned material is applied. If a student, for any reason, cannot attend the individual exam or fails it, then the student can be assigned a 5000 word academic style literature review on one topic of a preselected list of topics that are generated by the instructor in accordance to course topics. This will be evaluated by evaluation standards for an academic review paper.

### **The course is evaluated based on following deliverables:**

1. Course participation in class: 20%
2. Individual learning diary: 20%.
3. Individual exam: 20%
4. Group case study report (PP), a case for international marketing: 20%
5. Group case study presentation, a case for international marketing: 20%

### **The grading criteria**

The grading system follows the points below. The final grade is weighted on the five deliverables as described above and in the assignments.

<b>Total Points</b>	<b>Grade</b>
93-100	A
90-92.099	A-
87-89.99	B+
84-86.99	B
80-83.99	B-
77-79.99	C+
74-76.99	C
70-73.99	C-
60-69.99	D
0-59	F

## **Course policies**

### **Returning assignments:**

No late assignments will be accepted. Please, organize and plan your work ahead to avoid complications for your and for your colleagues and partners.

### **Management of the case group:**

The assigned teams work professionally, maintain a high standard of behavior, and respect our common values. The created results in terms of evaluation are shared, just like in business. Therefore, do your best to help your group members to perform well. Contact the instructor if there is any serious social malfunctioning within your team.

### **Usage of cell phones, laptops and other devices**

The classroom is there for our learning, not for other tasks. Respect the others and keep your cell phones muted. You may use your devices for taking notes, information search, or working on the cases as instructed in the classroom. The only acceptable usage is for support function for this class. Attendance is not only a physical matter, it is about active participation, thus a long and intensive non-participation will be noted as a form of non-attendance.

## **Outline of the lessons as theme units**

There is one company-international actor visit planned. This has not been confirmed yet. Further information will be provided in due course. This visit will take place in the area of Washington DC and possibly during other hours. Alternative times are discussed in advance. Due to possible inconsistency with your professional schedule this visit is not a mandatory class and a non-participation will not result in lower grade.

Lesson	Date	Content	Material	Special issue
1	Monday, January 23	Introduction to the course format, group formation and case selection Introduction to international marketing and strategy	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding fundamental strategies</li> </ul>
2	Monday, January 30	The Ps in international marketing	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Global Marketing and Advertising, Understanding Cultural Paradoxes</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Comparing and discussing differences across contexts</li> </ul>
3	Monday, February 6	International market entry	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Discussing possible entry strategies, pros and cons</li> <li>• Understanding liabilities of foreignness, newness, smallness and outsidership</li> </ul>
4	Monday, February 13	Local market development	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of local market development and the implications for international marketing</li> <li>• Understanding diverse markets, their maturity and</li> </ul>

				diffusion of innovation
	Monday, February 20	no class	<ul style="list-style-type: none"> <li>• -</li> </ul>	<ul style="list-style-type: none"> <li>• President's Day</li> </ul>
5	Monday, February 27	Global market integration	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Assessing challenges due to multiple markets and global integration</li> <li>• Supply and distributor networks integration</li> <li>• Understanding global factory and virtual networks</li> </ul>
6	Monday, March 6	Strategic challenge of global marketing formulation	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Global Marketing and Advertising, Understanding Cultural Paradoxes</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy and business model comparisons</li> <li>• Analysis of country risks and selection criteria</li> <li>• Discussing independent channel partners, gray imports, counterfeit</li> </ul>
	Monday, March 13	no class	<ul style="list-style-type: none"> <li>• -</li> </ul>	<ul style="list-style-type: none"> <li>• Spring break</li> </ul>
7	Monday, March 20	Local market adaptation	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Global Marketing and Advertising, Understanding Cultural Paradoxes</li> </ul>	<ul style="list-style-type: none"> <li>• Assessing adaptation and standardization issues</li> <li>• Rethinking</li> </ul>

			<ul style="list-style-type: none"> <li>• Cases</li> <li>• <a href="https://hstalks.com/t/3368/posit ioning-a-mid-size-overseas-bank-to-do-busines/?business">https://hstalks.com/t/3368/posit ioning-a-mid-size-overseas-bank-to-do-busines/?business</a></li> </ul>	<p>segmentation and targeting</p> <ul style="list-style-type: none"> <li>• Understanding value creation in business models, firms, products and services</li> </ul>
8	Monday, March 27	Attention to market conditions in mature, new growth, and emerging market environments	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding life cycle, politico-economic business environment and institutions</li> <li>• Coping with uncertainty</li> </ul>
9	Monday, April 3	Emerging trends	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• A Framework for International Business</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Discussing trends, e.g. boundaryless business, flat world, digitization, securitization, return of protectionism, global climate change, global migration</li> </ul>
10	Monday, April 10	Testing the knowledge International marketing problems and solutions	<ul style="list-style-type: none"> <li>• Student material</li> </ul>	<ul style="list-style-type: none"> <li>• Teaming up for problem solutions</li> <li>• Creative development of solution models, critical discussion</li> </ul>
11	Monday, April 17	International marketing case	<ul style="list-style-type: none"> <li>• Student material</li> </ul>	<ul style="list-style-type: none"> <li>• Team presentations, discussants lead the</li> </ul>

		presentations		questions session, participants evaluate and comment in learning diary
12	Monday, April 24	International marketing case presentations	<ul style="list-style-type: none"> <li>• Student material</li> </ul>	<ul style="list-style-type: none"> <li>• Team presentations, discussants lead the questions session, participants evaluate and comment in learning diary</li> </ul>
13	Monday, May 1	Perspectives and critical views on international marketing, global advertising and cultural paradoxes	<ul style="list-style-type: none"> <li>• Global Marketing</li> <li>• Global Marketing and Advertising, Understanding Cultural Paradoxes</li> <li>• Cases</li> </ul>	<ul style="list-style-type: none"> <li>• Discussing power, monopoly, monoculture, and resource utilization, social responsibility, and corporate citizenship, white and green wash.</li> <li>• Identifying flops and conflict potential, developing ways to cope with complexity</li> </ul>

## **PROFESSORS' POLICIES**

### **Academic Integrity (GW's Official Policy)**

The University community, in order to fulfill its purposes, must establish and maintain guidelines of academic behavior. All members of the community are expected to exhibit honesty and competence in their academic work. Incoming students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing

research, writing papers, and taking examinations. Members of the community will be presumed to be familiar with the proper academic procedures and held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper University channels. Copies of the University Code of Academic Integrity can be obtained from all department chairs, all academic deans, the Registrar, and the Vice President for Academic Affairs.

This can also be found at: <http://www.gwu.edu/~bulletin/grad/unrg.html>.

### **Grading Disputes**

Mistakes in grading are rare but they can happen occasionally. We will do our best to grade very carefully. However, if you believe that an error has been made in the grading of your work, you should submit a WRITTEN REQUEST for a grade change. This report should include a discussion of what you got wrong and why you believe you should have gotten credit for your work. Wherever possible, provide citations from the textbook or lectures. Attach this report to the original copy of your assignment or exam, and turn it in to the teaching assistant. Your request will be considered by a committee, consisting of the two lead faculty and teaching assistants. If the request receives a unanimous support by all members of the committee for a grade change, the grade will be changed and the student will be notified immediately. If there is not unanimous agreement, the grade will stand.

### **Special Needs/Disability/Accommodation**

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: <http://gwired.gwu.edu/dss/>

## **EMERGENCY PREPAREDNESS**

### **Emergency Numbers**

Foggy Bottom (GWPD) 202-994-6111  
Mount Vernon (GWPD) 202-242-6111  
Virginia Campus (Loudoun County) 911  
Other Locations 911

### **Non-Emergency Numbers**

Foggy Bottom (GWPD) 202-994-6110  
Mount Vernon (GWPD) 202-242-6110  
VSTC (Loudoun County) 703-777-0637  
GW Information Line 202-994-5050  
VSTC Information Line 703-726-8333

### **Fire**

Pull the fire alarm

Leave the building immediately using the closest emergency exit, closing doors behind you

Call GWPD (202-994-6111) or 911 when safe to do so

Assemble in a designated area

Re-enter the building only when instructed by officials

- Do not assume an alarm is false
- Do not use elevators
- If unable to exit the building, go to the nearest exit stairwell or safe area of refuge and call GWPD (202-994-6111) or 911 to report your location
- If trained, use a fire extinguisher if the fire is small and contained, and the room is not fill with smoke

### **Severe Weather**

Thunderstorms are the most common type of severe weather in the Washington, DC metropolitan area. However, winter storms, extreme hot/cold temperatures, flooding, tornadoes and hurricanes can occur. Check [CampusAdvisories.gwu.edu](http://CampusAdvisories.gwu.edu) for up-to-date weather advisories and information.

Shelter-in-place for severe weather events:

Seek shelter indoors in a low part of the building

Move to a windowless interior room away from hazardous materials

Take cover under a sturdy object or against an interior wall

Monitor Campus Advisories and local media

Wait for the all clear before leaving your safe space

### **Violence/Active Shooter**

If an active shooter is in your vicinity, call GWPD (202-994-6111) or 911 when it is safe to do so and provide information, including the location and number of shooter(s), description of shooter(s), weapons used and number of potential victims.

Evacuate: If there is an accessible escape path, attempt to evacuate the premises

- Have an escape route and plan in mind; leave your belongings behind; follow instructions of police officers

Hide Out: If evacuation is not possible, find a place to hide where the active shooter is less likely to find you

- Hide in an area out of the shooter's view; provide protection; lock the doors; block entry to your hiding place; silence your phone; wait for law enforcement

Take Action: As a last resort and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the shooter by:

- Acting as aggressively as possible against him/her; yelling; throwing items and improvising weapons; and commit to your actions

### **Emergency Communications**

CampusAdvisories.gwu.edu is the University's primary website used for communicating emergency preparedness and incident-related information, including class cancellations, to the GW community.

GW Alert is a notification system that sends emergency alerts to email addresses and mobile devices. Students, faculty and staff are requested to maintain current contact information by logging into the GWeb Information System (banweb.gwu.edu). In emergency situations, alerts may also appear at the top of university webpages.

Local media, such as 103.5FM or WTOP.com, delivers additional community awareness.