International Marketing 4530  
Fall 2015  
Fogelman, Room 128  

Instructor: Christopher Myers (Adjunct)  
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Office Hours: By Appointment Only  

Required Text: **International Marketing**, 16th edition, Philip Cateora (online)  
Suggested Materials: *The Wall Street Journal* and/or *USA Today*  

**Prerequisites:**  
Junior Standing (55 hours) and MKTG 3010  

**Background and Course Objectives:**  

In the last several decades, the world has seen a dramatic surge in international trade and the globalization of business activity. No longer are the General Motors, IBM and Fords of the world the only ones conducting business overseas. Small “start ups” are rapidly becoming increasingly important players in the world of global commerce.  

This course will examine the impact of economic, cultural, political, legal and environmental forces in international marketing. Within this course, we will examine worldwide marketing opportunities through the traditional “4P” marketing approach, look at unique challenges and plans by country and explore comparative marketing systems. Marketing products and services in the U.S. is most certainly different than marketing abroad. You will learn that very quickly.  

Although this course is a lecture format, class participation is essential to your understanding of the key issues and concerns and for a more effective class experience. Class attendance is not mandatory but strongly encouraged as events and activities may alter our schedule from time to time. I also try to incorporate guest speakers for the semester, so you will be held accountable for any material shared with you.  

**Marketing Plan Project (25%, 100 points):**  

This is a group assignment in which you and 2-3 other students (depending upon class size) will choose a country in which the United States has a good trade relationship with and submit a marketing plan for an approved product or service. Countries are available on a first come, first serve basis and must be approved by me.  

The Plan will be submitted in **color**, Powerpoint format and be 30-40 pages in length. Specific components of the Plan include:
First part of the Plan is a Country Overview which should include:

- Demographics
- Cultural aspects
- Legal system
- Economic system
- Political system
- Environmental issues
- Long-term economic outlook

Second part of the Plan is the actual Marketing approach for your individual product or service that you are marketing into that country. You will have $10MM to market the product/service and much thought should be given as to which channels you use to successfully accomplish this task and why. No monies should be allocated for operational, distribution or development expenses. You will need to conduct a high-level financial analysis to determine the best possible return on investment (ROI) for the $10MM. It should be a high number!

This part of the project should include the following:

- Objectives/Strategies/Tactics
- Financial analysis
- Any cultural, political or economic issues associated with marketing your product or service in the country
- Promotional tactics (advertising, public relations, etc)
- Competitive threats

Clear, concise presentation of information with graphical display of key statistics and information is welcome and encouraged, with particular attention to detail and grammar. Make certain to include your sources with at least 3 coming from outside your text. Your team will determine the division of labor for the project and will each receive the same grade regardless of who does what. You will present an original copy of the Plan to me during the last day of class. **No Plan will be turned in late. No exceptions.** However, you may turn your Plan in early (no extra points for doing so). The Plan represents 25% of your overall grade.

On the last day, I hope to have 3 or more groups present their Plans to the rest of the class and me, probably no more than 15-20 minutes each. Presentation style and confidence in your understanding of the Plan are keys to your success. Classmates may ask questions during presentations as long as they are respectful and pertinent. I will certainly ask some, too. More details to be provided as the semester progresses.
EXAMS (3 @25%, each worth 100 points):
The format for each exam will be primarily objective (true/false, fill in the blank, matching, etc) and a short essay on key topics covered during class) and will cover course lectures, readings, articles, selected case studies and any material presented during planned guest lectures. Please purchase 3 bluebooks for this class (1 for each exam). There may be bonus points available for each exam.

GRADING:
Marketing Plan Project: 100 points, 25%
Exams (3): 300 points, 75%

A=360 points and higher
B=320-359
C=280-319
D=240-279
F=Below 240 points

I grade on a +/- system, so a 90 is an A-, 88 is a B+ and so on. Note: The instructor reserves the right to change the Grading scheme based on the composition of the class. I will announce any change in class.

TENTATIVE LECTURE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 26</td>
<td>Course Introduction</td>
</tr>
<tr>
<td>Sep 2</td>
<td>Chapters 1 and 2</td>
</tr>
<tr>
<td>Sep 9</td>
<td>Chapters 3 and 4; Group Projects Ideas Due (Team/Country/Product)</td>
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<tr>
<td>Sep 16</td>
<td>Chapters 5 and 6</td>
</tr>
<tr>
<td>Sep 23</td>
<td>Chapter 7; Exam #1 Review</td>
</tr>
<tr>
<td>SEP 30</td>
<td>EXAM #1: Chapters 1-7 (Part 1); 25%</td>
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<tr>
<td>Oct 7</td>
<td>Chapters 8 and 9; Possible Guest Speaker on international marketing research; Return Exam #1; Group Project Written “Check In”</td>
</tr>
<tr>
<td>OCT 14</td>
<td>PROFESSOR’S FALL BREAK! 😊</td>
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<tr>
<td>Oct 21</td>
<td>Chapters 10 and 11</td>
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<tr>
<td>Oct 28</td>
<td>Chapters 12-14; Exam #2 Review</td>
</tr>
<tr>
<td>NOV 4</td>
<td>EXAM #2: Chapters 8-14 (Part 2); 25%</td>
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<tr>
<td>Nov 11</td>
<td>Chapters 15-17; Return Exam #2; Possible Guest Speaker on international marketing communications/advertising</td>
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<tr>
<td>Nov 18</td>
<td>Chapters 18-19; Final Exam Review; Final Group Project Written</td>
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“Check In”

Nov 25  HAPPY THANKSGIVING! 😄

Dec 2  FINAL EXAM: Chapters 15-19 (Part 3); 25%; Final prep for presentations

Dec 9  COUNTRY OVERVIEW/ MARKETING PLAN PRESENTATIONS; 25%; Return Final Exams; Final Thoughts on the Course. Since this session is during the Final Exam period, I will check to ensure we are meeting from 7-9p that night. More later in the semester.