

Syllabus for MBA695D: Topics in International Marketing
Thursday Evenings from 10/12 to 12/12/05
From 6:30 to **9:20** in Bryan 202

Professor: Martha R. McEnally

Office: Bryan 349 I will rarely be in this office. If you need to see me, you'll find me in the snack room in the basement before each class, approximately 5 – 6:30. It's actually more private down there.

Contact: mmcenally@triad.rr.com I am a great believer in email and for practical purposes, a non-user of telephones. Email is your best means of getting in touch with me. I check it several times a day. Email at home, not email at UNCG.

Text: In an attempt to hold down costs of textbooks, I suggest that you buy an International Marketing text of your own choosing. I think the best (and about the cheapest) are: International Marketing Strategy by Isobel Doole and Robin Lowe, Fourth Edition, (Thomson Learning in the U.K.); International Marketing by Dana-Nicoleta Lascu, 2003, Atomic Dog Publishing. There is an even shorter, less expensive book, A Short Course in International Marketing by Jeffrey Edmund Curry, World Trade Press. But it is older (1999) and does not have as much material. All of these books can be purchased from a source such as Amazon.com or other internet sellers and they are frequently available in used copies.

Cases: There will be cases in this class and they will be handed out in class or emailed to you. So, you need not go to the bookstore for this class!

First class: Oct 12 will be an introduction to the course. I will take roll and try to learn your names. We will then talk more generally about International/Global marketing. Some key issues to think about are:

- What's the difference between international and global marketing? Is there any?
- Is so much global/international marketing desirable?
- What are the advantages of international/global marketing?
- What are the disadvantages?
- How has it changed the availability of goods and services in your home country?
- How has it changed advertising and the retailing of goods?
- Has it had an impact on pricing?

To prepare for the first class, you should read the first chapter(s) of your textbook, if you have one. These are usually entitled Scope of International Marketing, Introduction to International Marketing, Dimensions of International Marketing.

Assignment for first class: wear your favorite t-shirt – one that has something important to you printed on it. Examples might be t-shirts with University names or logos, sports teams, political slogans (as long as they are clean), vacation spots you've been to, etc. There is a reason for this which you will discover in class.

International Marketing Class Assignments

Week 1 - October 13 Introduction, Travels of a Tee-Shirt and a discussion of the ethics of international business/marketing - Read introductory chapters in textbook
Assign Vitango Case

Week 2- October 20 Cultural Factors Read chapters in textbook on effects of culture, market segmentation and market entry strategies. Prepare Vitango Case to hand in.

Week 3 – October 27 I’ll be at NACRA Conference in Massachusetts. Students work on a segmentation strategy for Li Ning.

Week 4 – November 3 Reports on Segmentation Exercise/Li Ning.
Read product and service chapter(s) in textbook.

Week 5- November 10 Prepare Syngenta case for class discussion. Read chapters on International Communications.

Week 6 – November 17 Prepare exercise on promoting Unno in the U.S. and Germany.
Read chapter(s) in textbook on International distribution.

Week 7- Prepare Wal-Mart Case for class discussion. Read chapter(s) on international pricing.

Week 8- Reports on International Marketing and the Internet

Note: You may get additional reading assignments throughout the course when I find appropriate articles in the press.

Grades: There are several cases and exercises scheduled during the class. You have to write three of the following: Vitango, Syngenta, Promoting Unno in the U.S. and Germany, Wal-Mart, a report on International Marketing and the Internet. Pick any three you want. These are done individually and without discussing the case with others.

The market segmentation exercise (Li Ning) is a group exercise (3-5 people).

All of these are due on the nights indicated above and you should be ready to discuss the cases and exercises whether you have written it up or not.

Calculation of Grades;

3 cases at 20	60
Li Ning Exercise	30
Class discussion	10

Class discussion means participation. No participation equals a grade of 0 (on that 10 points) which means you can’t possibly make an A.

All case write ups are two pages in length, 12 cpi, 1 inch margins, computer processed **and spell checked**. Everything you write like everything you say is a reflection of you and your work. Sloppy papers with poor grammar and misspellings will lower your grade.

Each case is a memo from you to me. The first sentence tells me what you think the company should do. Don't repeat the case to me; chances are that I wrote the case. In each case, there is a central issue, focus on that even though there may be secondary considerations. You can use bullet points so long as it's clear to me what you mean by the bullet points.

Vitango Case:

Main issue: What should Coca-Cola do with Vitango? Questions to consider in answering the main issue: Is this a good product, a bad product? How do products like Vitango and Nutristar impact consumers and societies positively, negatively? Should issues such as nutrition be solved by for-profits?

Syngenta Case:

Main issue: Country-specific or regional strategy? Tactics to think about: reducing prices, developing their own generics, improve products, promote heavily to distribution channel members (incentives), promotion of the quality, etc. of products to farmers, bundling of market offerings into a service package.

Unno in the U.S. and Germany:

Main Issue: How and whether to change the positioning (through promotion only) when Unno is launched in the U.S. and Germany? Issues for consideration: Differences between these two markets and the market in Spain. Social and cultural factors surrounding advertising (what's acceptable?) What to stress in ads? Should the brand image be the same as in Spain? If you do this case, append a sample print ad to your paper. (Don't worry about not being an artist.)

Wal-mart Case:

Should Wal-Mart enter Russia and if so, how? Considerations: Where has Wal-Mart done well? Poorly? Is Russia like the countries where Wal-mart has done well or poorly? What's the retailing situation like in Russia? What are the motivations of Russian shoppers? What type(s) of stores should Wal-Mart open?

International Marketing and the Internet:

Pick a company that sells internationally on the internet. Research how their sales are going in multiple markets. Describe their international internet efforts. For example, Harrods sells on the internet in the U.S. What are the differences between the two? What can you find in the trade literature about their success or lack thereof? How do they solve problems like shipping? Price differences? Do they promote the same products?