

University of North Carolina at Greensboro
Bryan School of Business and Economics
MBA 695D-41: Special Topics: Topics in International Marketing
Summer 2008

This syllabus is subject to change as the semester progresses to accommodate instructional and/or student needs.

Instructor: Nir Kshetri, Ph D

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Class Time: M 6:30- 9:20 PM

Classroom: BRYAN 205

Office location: 368 BRYAN

Office hours: M 5-6 PM

Required Text

Philip Cateora and John Graham, International Marketing *13th Edition, 2007*, McGraw-Hill ,
McGraw-Hill Primis Custom Publishing
<http://www.primisonline.com> , Order: 96937077, ISBN: 0-390-922838 (Customized version)



Course Objectives

This is an advanced course in marketing which will examine major strategic marketing issues facing a firm in the current global environment. The course will examine the following areas:

- The Scope and Challenge of International Marketing
- Developing a Global Vision through Market Research
- Emerging Markets
- Products and Services for Consumers and Businesses

- International Marketing Channels
- Integrated Marketing Communications and International Advertising
- Pricing for International Markets

Course Overview

Thanks to intense competition and rapidly changing technological challenges, international trade has become a key requirement for corporate survival for many firms. International marketing is critically important aspects in international trade. This course seeks to enable course participants to understand major trends and key issues in international marketing.

The approach of this course requires substantial input from all course participants. It is expected that you will read all assigned materials for each class and will be ready to contribute to class and online discussions on these materials.

Format

The course will be organized around short lectures, case analyses, in-class and online discussions, videos and case/paper presentations. These activities include doing all the assigned readings, finding and doing independent readings, and contributing to in-class and online discussions.

Class and online discussions will draw from assigned readings, supplemented with other material as and when necessary. A tentative outline of class activities is provided in this syllabus. I am open to your ideas on how the course may be made more exciting.

Evaluation Items

Your grade in the course will be based on your performance on the components below. Grading will be done on a 1000-point scale with letter grades assigned as follows:

Scoring System for the Final Grade

Score	Grade	Score	Grade
930 - 1000	A	810 – 849	B
890 - 929	A-	760 – 809	B-
850 – 889	B+		

Physical Attendance, Class Participation and Contribution (150 points)

You are expected to attend all the classes. While I understand your work related conflicts with the schedule of this course, I ask that you understand my responsibility to maintain academic integrity. You are expected to come prepared for every class. Class contribution will be awarded during every class session. Class preparation requires reading the chapter from the textbook, articles and cases assigned for each class. In addition, the following factors will also be considered:

- Courtesy (cell phones/pagers off; absence of extensive side conversations)
- Attentiveness (focus directed to the presenter, not distracting others)
- Asking questions of groups presenting the cases
- Providing comments and critiquing reading materials and cases.

University Operations during Adverse Weather Conditions

The University will remain open during adverse weather conditions unless the Chancellor makes administrative decision on schedule changes. You can obtain details on those decisions by contacting the Adverse Weather Line at (336) 334-4400 or the following website:

<http://www.uncg.edu/iss/weather.htm>

Online Participation and Contribution (150 points)

Blackboard is an important component of this course. You are expected to login regularly and post to the discussion topics (at least **SIX** postings are required). The purpose of online discussions is to supplement the materials covered in class. Your postings enhance not only your own learning but also that of your fellow students. However, please feel free to post anything that contributes to our learning of international marketing.

Apart from your opinion and/or experience, the following criteria will be used to evaluate postings on the Blackboard:

- a) Have you connected your discussion with the materials from the textbook, articles, cases or those discussed in the class?
- b) Have you done additional research and included the source(s) of your information?
- c) Have you related your postings with the current marketing or business related events?
- d) Are your postings uniformly distributed throughout the session?
- e) Is your posting sufficiently long (at least two paragraphs)?

You can download articles required for this course from the blackboard website (Click *Course Documents* on the sidebar to the left).

Quizzes (150 points)

There will be two quizzes (75 points each) given on the Blackboard. They will be based mainly on chapters 14 and 16 of the textbook. More details will be announced on the Blackboard.

Case Analysis and Presentation (250 points)

You are required to analyze and present a case. You may plan on spending 15-20 minutes for presentation, followed by a 5-10 minute question-answer session. You will also submit a written analysis of the case to the instructor on the day of your presentation (4-6-page double spaced).

While there is no one “correct” approach to organizing a written case analysis and presentation, I expect you to **adhere to the guidelines** suggested in Roger A. Kerin, and R. A. Peterson’s (2004), *Strategic Marketing Problems: Cases and Comments* (see pp. 60-61).

I expect that each member of the class will prepare adequately to participate in the case discussions. A tentative list of cases for group presentations is provided in the *COURSE SCHEDULE*. Cases and presentation dates are assigned to you on *first-come first-served* basis.

Final Group Project: Preparing an Audit of a Company’s Marketing Function (300 Points)*

A Final Term Project (to be done in groups of 2-4 people) will apply the concepts learned in this class to a “real world” situation. You will choose a company that markets its products globally or is planning to do so. Then, you will prepare an audit of one aspect of its global marketing functions (e.g., Branding at corporate or product level, advertising, distribution, pricing, global expansion, etc.). In the audit, you should provide a review (independent/objective) of the company’s operation to determine what is working well and what is not working well in a particular area related to marketing. Then you develop recommendations for the company. Work should be based on primary (e.g. company interviews) and/or secondary research. In your completed paper, you must cite all the sources of your information (books, journal articles, magazines, interviews, Internet). Your final paper will be about 2,500 words in length. Class presentation of your final group project will be on **October 4, 2007**. Your report is due on or before that date.

***Each group member is also required to submit the “Peer evaluation form” no later than the last day of the class.**

***Each member of the group should attest (with a signature) to the statement that “We have abided by the UNCG Academic Integrity Policy on this assignment” on a separate cover page of the report.**

Note: In all of the above activities, you are expected to abide by the Honor Code, which includes the Academic Honesty Policy.

TENTATIVE SCHEDULE

Week	Date	Detail	Other Info.
1	May 19	<ul style="list-style-type: none"> Getting to know each other The Scope and Challenge of International Marketing/ Developing a Global Vision through Market Research Case: The Not-So-Wonderful World of EuroDisney-Things Are Better Now at Paris Disneyland, C&G, Case 2-1, pp. 614-617 (Presenter: Kshetri). 	<ul style="list-style-type: none"> Chapter 1 and 8
2	May 26	<ul style="list-style-type: none"> Emerging Markets Case: 2–3: Starnes-Brenner Machine Tool Company – To Bribe or Not to Bribe (Presenter: TBA) 	<ul style="list-style-type: none"> Chapter 9 Final Group Project Proposals Due
3	June 2	<ul style="list-style-type: none"> Products and Services for Consumers/Businesses Coping with corruption in trading with China, Case 2-5, pp. 629-630 (Presenter: TBA). Case: International marketing research at the Mayo Clinic Case 3-1, pp. 636-639 (Presenter: TBA). Case: Parker Pen Company*** (Presenter: TBA). Case: 1–1: Starbucks – Going Global Fast (Presenter: TBA) 	<ul style="list-style-type: none"> Chapter 12-13
4	June 9	<ul style="list-style-type: none"> International Marketing Channels <p>(No Physical class today)</p>	<ul style="list-style-type: none"> Chapter 14 Quiz 1 will open at 8:30 PM and will be available for 24 hours.
5	June 16	<ul style="list-style-type: none"> Integrated Marketing Communications and International Advertising Case 2-7: McDonald’s and Obesity (Presenter: TBA). Case 4–6: AIDS and Condoms (Presenter: TBA). Case: Making socially responsible and ethical marketing decisions: Selling Tobacco to Third World Countries Case 4-7, (pp. 670-674) (Presenter: TBA). Case: The Grey Ferrari*** (Presenter: TBA). Case 4–3: Iberia Airlines Builds a BATNA (Presenter: TBA). 	<ul style="list-style-type: none"> Chapter 16 Quiz 2 will open at 8:30 PM and will be available for 24 hours.
6-7	June 23-30	<ul style="list-style-type: none"> Pricing for International Markets International Marketing Channels Case 3-3: easyCar.com (Presenter: TBA). Final Paper Presentation 	<ul style="list-style-type: none"> Chapter 14 and 18 Final paper due

***These cases are available on the blackboard.

**Chapters needed for case analysis:
CASE GUIDE**

CHAPTER

CASE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1-1 Starbucks – Going Global Fast	X	X		X	X						X	X							
1-2 Nestlé – The Infant Formula Incident		X	X	X	X			X			X	X							
1-3 Coke and Pepsi Learn to Compete in India				X	X	X					X	X							
1-4 Marketing Microwave Ovens to a New Market Segment				X	X						X	X							X
2-1 The Not-So-Wonderful World of EuroDisney				X		X	X	X			X								X
2-2 Cultural Norms, Fair and Lovely, and Advertising				X	X			X			X	X							
2-3 Starnes-Brenner Machine Tool Company – To Bribe or Not to Bribe					X		X											X	
2-4 Ethics and Airbus*				X	X	X	X						X						
2-5 Coping with Corruption in Trading with China					X	X	X												
2-6 When International Buyers and Sellers Disagree							X								X				
2-7 McDonald’s and Obesity				X	X						X	X	X			X			
3-1 International Marketing Research at Mayo Clinic								X											
3-2 Swifter, Higher, Stronger, Dearer								X			X								
3-3 easyCar.com					X		X	X			X	X	X						X
3-4 Marketing to the Bottom of the Pyramid	X			X					X			X	X	X				X	X
4-1 McDonald’s Great Britain – The Turn Around				X				X			X	X				X			X
4-2 Tambrands – Overcoming Cultural Resistance				X						X	X	X						X	
4-3 Iberia Airlines Builds a BATNA														X				X	X
4-4 Sales Negotiations Abroad for MRIs					X														X
4-5 National Office Machines – Motivating Japanese Salespeople: Straight Salary or Commission?				X	X													X	
4-6 AIDS and Condoms	X			X				X	X			X		X					
4-7 Making Social Responsibility and Ethical making Decisions: Selling Tobacco to Third-World*					X				X		X								

Articles for class discussions (Available on the blackboard website)

Aug. 30: Emerging Markets

1. Peter N. Child, 2006. Lessons from a global retailer: An interview with the president of Carrefour China, McKinsey Quarterly, Special Edition: Serving the new Chinese consumer
2. Schultz, Don E. 2006. Expand marketing to emerging economies, Marketing News November 15, p. 8.
3. Williamson, Peter and Ming Zeng. 2004. Strategies for Competing in a Changed China, MIT Sloan Management Review, 45(4).

4. Howard, S. 2005. P&G, Unilever Court the World's Poor, *Wall Street Journal*, Jun 1, p. 1.
5. Vencat, E. F. 2006. Shaping The New Looks; The new rich of the developing world are not only attracting posh brands but helping determine luxury trends, *Newsweek*, May 15.
6. Smolchenko, A. 2007. They've driven a Ford Lately, *Business Week*, February 26, p. 52.
7. The Economist, 2007. Special Report: Tutto in famiglia - Italian luxury goods; April 14, p. 79.

Sep. 6: Products and Services for Consumers and Businesses

1. Wall Street Journal, Mar 9, 2005. EBay Inc.: Sites Offering Classified Ads Launched in Cities Outside U.S., p. 1
2. Money, R. Bruce, Mary C Gilly, and John L Graham, 1998. Explorations of national culture and word-of-mouth referral behavior in the purchase of industrial services in the United States and Japan, *Journal of Marketing*, 62(4), 76-87.
3. Birt, Michael P 2006. Chronic Neglect. *Foreign Policy*, Sep/Oct, Iss. 156; p. 96-97.
4. Atuahene-Gima, Kwaku. 2007. New products get help from social capital Marketing News, June 15, P. 24.

Sep. 20: Integrated Marketing Communications and International Advertising

1. Tavassoli, Nader T and Jin K Han, 2002. Say it with pictures: Branding in China, *Marketing News*, May 13, 36(10), 30-31.
2. Fowler, Geoffrey A., 2006. China's Marketing Groups Lure Heavyweights; France's Publicis Becomes Latest Agency to Stake Claim in Booming Region, *Wall Street Journal*, March 30, p. B.2
3. Fowler, Geoffrey A. Dec 7, 2004. Japanese Advertising Is Back, and Giant Dentsu is Benefiting, *Wall Street Journal*. p. A.11.
4. *Advertising Age*, Feb 27, 2006. U.S. brands' appeal declines, 77(9), 26.
5. Asher, Jonathan, Jun 20, 2005. Capturing a Piece of the Global Market, *Brandweek*, 46(25), 20.
6. Kshetri, Nir, Nicholas C. Williamson and Andreea Schiopu (2007) "Economics and Politics of Advertising: Evidence from the Enlarging European Union," *European Journal of Marketing*, 41 (3/4), pp. 349-366.

Sep. 27: Pricing for International Markets and International Marketing Channels

1. Hammond, Allen L and C K Prahalad. 2004. Selling to the poor, *Foreign Policy*, May/Jun, 42, 30-37.
2. Hamm, S. and N. Lakshman, "Widening Aisles for Indian Shoppers", *Business Week*, April 30, 2007
3. The Economist, Jun 24, 2006, Finance And Economics: Exercising its pricing power; China's economy, 379(8483), p. 104
4. Locatelli, Kristen, 2005. U.S. import and export prices in 2004, *Monthly Labor Review*, 128(7), 3-10.
5. Blustein, Paul, 2002. U.S. Loses Ruling in Trade Fight With Europe; WTO Decision Allows EU to Seek Penalties; *The Washington Post*, Jan 15, p. E.01.

Instructor information

Nir Kshetri is an Assistant Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal). His undergraduate degrees are in Civil Engineering and Mathematics/Physics from Tribhuvan University. Nir's previously held positions include faculty member at Management School, Kathmandu University (Nepal), visiting lecturer at Management School, Lancaster University (U.K.) and visiting professor at European Business School in Paris. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir's book, *The Rapidly Transforming Chinese High Technology Industry and Market: Institutions, Ingredients, Mechanisms and Modus Operandi* (Chandos Publishing: Oxford) is forthcoming in 2008. Nir's works have also been published in journals such as *Foreign Policy*, *European Journal of Marketing*, *Journal of International Marketing*, *Journal of International Management*, *Communications of the ACM*, *IEEE Security and Privacy*, *IEEE Software*, *Electronic Markets*, *Small Business Economics*, *Electronic Commerce Research and Applications*, *IT Professional*, *Journal of Developmental Entrepreneurship*, *First Monday*, *Pacific Telecommunications Review*, *Journal of Asia Pacific Business and International Journal of Cases on Electronic Commerce*. He has also contributed chapters to several books including *In the wave of M&A: Europe and Japan* (Kobe University, RIEB Center, Kobe, Japan, 2007), *M-commerce in North America, Europe and Asia-Pacific: Country Perspectives* (Idea Group Publishing, 2006), *Encyclopedia of Information Science and Technology* (Idea Group Publishing, 2005), *Indian Telecom Industry - Trends and Cases* (The ICFAI University Press, 2005), *The Internet Encyclopedia* (John Wiley & Sons, 2004); *Wireless Communications and Mobile Commerce* (Idea Group Publishing, 2003); *The Digital Challenges: Information Technology in the Development Context* (Ashgate Publishing, 2003); *Architectural Issues of Web-enabled Electronic Business* (Idea Group Publishing, 2003), *Internet Marketing* (2nd edition, Stuttgart, Germany: Schaeffer-Poeschel, 2001). Nir has presented over 60 research papers at various national and international conferences in Canada, China, Greece, India, Italy, Japan, South Korea, Sweden, Thailand, the Philippines and the U.S. He has also given invited talks at Cornell University, Duke University, Kobe University, University of Maryland (College Park) and Temple University. In 2008, the Kauffman Foundation awarded Nir a grant to study Entrepreneurial Firms in OECD Economies.

Nir was awarded Pacific Telecommunication Council's 2008 *Meheroo Jussawalla Research Paper Prize for his work on the Chinese IPTV market*. Nir was the runner up in the 2004 dissertation competition of the American Marketing Association's Technology and Innovations Special Interest Group and the winner of the 2001 Association of Consumer Research/Sheth Foundation dissertation award. He also won the first place in the Pacific Telecommunication Council's Essay competition in 2001 and second place in the same competition in 2000. In May, 2006, the Information Resources Management Association (IRMA) presented Nir with the Organization Service Award for the Best Track Chair in the IRMA 2006 International Conference. Currently, Nir ranks 13th among the most popular authors of the NetAcademy Universe (<http://www.electronicmarkets.org/modules/pub/toplist.php/authors>).

Nir's works have been featured in *Foreign Policy's Global Newsstand* section (a publication of the Carnegie Endowment for International Peace) and in *Providence Journal*. He was pictured in the front page of *Global Perspective*, a publication of the Fox School's Temple CIBER and Institute of Global Management Studies (Fall 2004). Nir has been quoted in magazines and newspapers such as *Telecommunications*, *Greensboro News and Record* and *High Point Enterprise*.

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Course Participant Information and Commitment Form

Please submit this form by May 26, 2008.

Your full name

The name you preferred to be called

Your hometown

Your telephone number

Your educational and career goal

Name of five global companies you like

Other information you would like for me to know about you

I have read the syllabus, and understand that this class requires a significant amount of work outside of class. I meet the prerequisites for this class. I also understand that this class has team projects that carry 30% of the available grade points. I also understand that teams have the option to dismiss an unproductive or disruptive team member (with two written email warnings that copy the instructor). I also understand the attendance requirements, and the policy on tests and assignments. I understand that if I have any questions, that I can contact Nir by phone or email as listed on the first page of the syllabus.

Signature

Date