University of North Carolina at Greensboro
Bryan School of Business and Economics
MBA 695I-01: Special Topics: Topics in International Marketing
(CRN: 84132)
Fall 2006

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

Instructor:  Nir Kshetri, Ph D                  Class Time:  W 6:30- 9:20 PM
Phone:  334-4530 (O), 209-2697 (Cell)         Classroom:  BRYAN 216
Fax:  334-4141                                     Office location:  368 BRYAN
Email:  nbkshetrit@uncg.edu                      Office hours:  MW 12-2 PM, W: 6-6:30 PM

Required Text


Course Objectives

MBA 695I 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:

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<tr>
<td>930 - 1000</td>
<td>A</td>
<td>810 – 849</td>
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<td>890 - 929</td>
<td>A-</td>
<td>760 – 809</td>
<td>B-</td>
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<tr>
<td>850 – 889</td>
<td>B+</td>
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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 E-commerce.

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 sources of your information?
c) Have you related your postings with the current marketing or business related events?
d) Are your postings evenly distributed throughout the session?

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 2,000 words in length. Class presentation of your final group project will be on September 27, 2006. 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.
<table>
<thead>
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<th>Week</th>
<th>Date</th>
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| 1    | Aug. 16  | • 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**).  
• Chapter 1 and 8                                                                        |
| 2    | Aug. 23  | • Emerging Markets  
• Case: Coke and Pepsi learn to compete in India, C&G, Case 1-3, pp. 604-609 (**Presenter: TBA**).  
• Coping with corruption in trading with China, Case 2-5, pp. 629-630 (**Presenter: TBA**).  
• Marketing to the bottom of the pyramid, Case 3-4, pp. 650-652 (**Presenter: TBA**).  
• Chapter 9  
• Final Group Project Proposals Due                                                          |
| 3    | Aug. 30  | • Products and Services for Consumers and Businesses  
• Case: International marketing research at the Mayo Clinic Case 3-1, pp. 636-639 (**Presenter: TBA**).  
• Case: Parker Pen Company*** (**Presenter: TBA**).  
• Chapter 12-13                                                                            |
| 4    | Sep. 6   | • International Marketing Channels  
• 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**).  
• Chapter 14  
• Quiz 1 will open at 8:30 PM and will be available for 24 hours.                         |
| 5    | Sep. 13  | • Integrated Marketing Communications and International Advertising  
• Case: Nova Scotia *** (**Presenter: TBA**).  
• Case: Cultural norms, Fair & Lovely, and Advertising, Case 2-2, pp. 618-620 (**Presenter: TBA**).  
• Case: Tambrands—Overcoming Cultural Resistance, Case 4-2, pp. 656-658 (**Presenter: TBA**).  
• Chapter 16  
• Quiz 2 will open at 8:30 PM and will be available for 24 hours.                         |
| 6    | Sep. 20  | • Pricing for International Markets  
• The F-18 Hornet Offset *** (**Presenter: TBA**).  
• Case: easyCar.com, Case 3-3, pp. 644-649 (**Presenter: TBA**).  
• Chapter 18                                                                                |
| 7    | Sep. 27  | • Final Paper Presentation  
• Final paper due                                                                            |

***The instructor will provide you copies of these cases.
Articles for class discussions (Available on the blackboard website)

Aug. 23: Emerging Markets


Aug. 30: Products and Services for Consumers and Businesses


Sep. 6: International Marketing Channels


Sep. 13: Integrated Marketing Communications and International Advertising

Sep. 20: Pricing for International Markets

1. The Economist, Jun 24, 2006, Finance And Economics: Exercising its pricing power; China's economy, 379(8483), p. 104
Instructor information

Nir Kshetri is an Assistant professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro. Before joining Bryan, Nir taught and conducted research at Management School, Kathmandu University (Nepal), Management School, Lancaster University (U.K.) and University of Rhode Island (U.S.A). In Fall 2006, Nir will teach International Marketing at the European Business School in Paris. During 1997-99, Nir was also 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 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). He also holds undergraduate degrees in Civil Engineering and Physics from Tribhuvan University.


Nir’s works have been featured in Foreign Policy, 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 was also quoted in a December 16, 2005 Greensboro News and Record story on slogan domain names. Currently Nir ranks 13th among the most popular authors of the NetAcademy Universe (http://www.electronicmarkets.org/modules/pub/toplist.php/authors).

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/Sheeth 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.
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Course Participant Information and Commitment Form

Please submit this form by August 23, 2006.

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

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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