

Professor: Janell D. Townsend, Ph.D.

Office: 348 Elliott Hall

Phone: 248-370-2544

Email: townsend@oakland.edu

Office Hours: By appointment, and before and after class

Professor's Website: <http://www.sba.oakland.edu/faculty/townsend/>

Email is typically the best way to contact me. Every attempt will be made to respond to any correspondence within 24 hours.

Please make sure your Oakland University email account is accessed regularly and/or forwarded to your primary email address. Moodle announcements will automatically go to your Oakland University email. It is your responsibility to be aware of information sent electronically to the class as a whole, or to you individually.

TEXT:

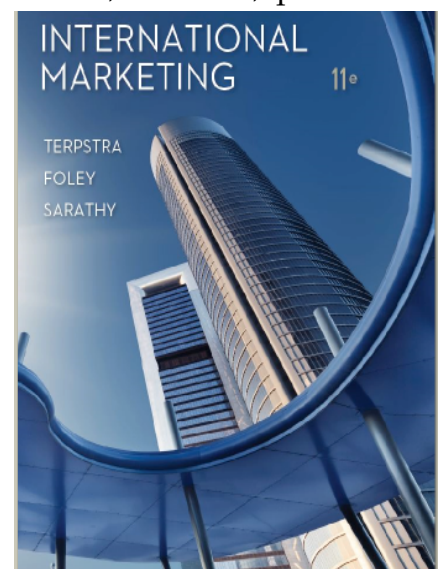
International Marketing, 11e, by Vern Terpstra, James Foley, and Ravi Sarathy, ISBN 978-0981-7293-81.

<http://internationalmarketing.naperpublishing.org/students/purchase-your-textbook/>

COURSE OBJECTIVES:

The fundamental objective of this course is to provide students with a substantive introduction to the unique concepts and tools associated with marketing across and within geographically and culturally diverse markets. The content will focus on the analysis of international markets, including the role of socio-cultural, economic, financial, political and legal dimensions of marketing in a global environment. In addition, the internationalization objectives and strategies of the firms will be introduced. The differences and similarities of core marketing activities across markets will be explored. To achieve the objectives, the course is presented as an integration of conceptual and managerial issues in contemporary international marketing through the application of course material to practical issues.

Students completing the course will have an understanding of key international marketing terms, concepts, and theoretical foundations. They will be able to evaluate the international environment, identify market opportunities and assess international market situations, determine market entry strategies, and plan for international marketing activities.



COURSE FORMAT AND GRADING:

The course is presented in an interactive lecture format. The lectures present key concepts to motivate students to think critically about the various dimensions of the global marketplace and the role of marketing. Strategic thinking exercises that apply theoretical frameworks and concepts to practical situations will be used to evaluate current events in the global marketplace. A course project will draw together the course content into an international marketing plan.

Exams (30 points total, 3 X 10 points each)

There will be four exams, but **only the top three will be included in your final grade.** As such, *make up exams will not be offered!*

The midterms will cover primarily material from the book and lectures, but those who also have knowledge from the additional readings, presentations, and cases will achieve exceptional performance. The final exam will be cumulative and comprehensive.

Cases (10 points total, 2 X 5 points each)

Three cases are assigned through the semester. For the **Ikea and the Davila-Bond cases**, each of the questions indicated should be answered, with a total of one page allowed (1" margins, 12 point font, single spaced).

A maximum two-page summary of the **Burberry** case should include background information, environmental evaluation, problem identification, alternative solutions and recommendations.

Class Project (40 points)

A course project intended to stimulate thinking and apply international marketing concepts will be completed by the end of the course. This project will be conducted in a group format. Each team will select an actual product or service, which must be agreed to by the professor. The plan will be developed throughout the semester with components turned in at set points in time. **This assignment must be turned in to the Professor in hard copy form, as well as in electronic form via moodle in order to receive your project grade.** A separate handout with more information about the course project will be provided.

International Marketing Plan Review (5 points)

In order to gain additional insights into the analysis and report development, a cross-fertilization of ideas will be promoted by each team reviewing sections of another team's report. The reviewing team will provide a **two or three** page report (format provided in project handout) containing an analysis of the report section they have received. The analysis should be thoughtful, providing feedback on the **application of course material** and project requirements; pointing out the positive aspects of section, as well as the areas that need improvement.

Each team will hand in **two** copies of the sections of the plan to be reviewed, one for the reviewing team and one for the instructor. Each reviewing team will hand in **two** copies of their reviews, one for the instructor and one for the other team. The

reviews will be evaluated by the instructor to determine if the suggestions are substantive and constructive. **Your grade is based on your group's review of the other team's project**

Class Participation (15 points)

Participation includes regular attendance, contribution to class discussion, and demonstrated knowledge of course material. Quality of class contribution will weigh more heavily than quantity – just because you have a lot to say does not mean it adds value to the class discussion. Class participation will be used to modify grades at the discretion of the professor. **Caveat: Attendance is not a measure of participation! It is a necessary but insufficient condition to participate, but is not a measure, in and of itself.**

There will be some in class, online discussions, and homework assignments to provoke thought of how marketing functions in the global marketplace. Each class a student will be asked to raise a topic relevant to international marketing. Record will be kept of topics raised and will count substantially towards class participation. These current topics may also appear on exams.

Calculating Your Grade:

Exams (x3)	30 %
Cases (x 2)	10 %
International Marketing Plan	40 %
IMP Review	5 %
Participation	15 %

The final grade structure will be based on the University's grading policies. A curve of final course percentages will be developed where 94% equals a 4.0, based on a 4.0 scale and equal distribution at .10 intervals.

Peer Evaluations (mandatory to get your grade!)

Part of the learning experience of this course involves learning to work as a team. This means that if you believe a group member or members are underperforming you must pick up the slack or motivate them to do so. It also means that if you do not pull your weight, you can expect to receive a poor evaluation. Students are responsible for group activities as a team. It is important to let your fellow group members know how they are doing. No one should be surprised by a poor evaluation. Each group member should be frank with the others in evaluating their performance and should let them know how they can improve. You will evaluate your team members' contributions at the end of the semester.

Group evaluations must be received from each student at the end of the course in order to receive a grade for the class. This is **absolutely mandatory** to ensure group participation is balanced. The Professor **reserves the right** to re-distribute group related grades when there is clear **written evidence** from the members of the group that there is a lack of participation from a member(s).

POLICIES:

- Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Generally, **I prefer that laptops are not open during lectures or presentations, but if you choose to do so, be advised I may call on you to look things up or participate in other ways. Electronic devices should be put away if guest speakers are present.**
- Submitted work must be typewritten, and **submitted in both hard copy and electronic form (via moodle)** when required. NO handwritten material will be accepted, except for impromptu in-class assignments.
- Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade. No incomplete or deferred grades will be given.
- Any act of academic dishonesty during the course will result in a 0.0 grade for the course and possible suspension from the University in accordance with the University's academic policy guidelines.
- In accordance with the university policy, students with documented sensory and/or other special needs should inform the professor, so that their circumstances can be accommodated.
- Extensions and make-ups will only be granted on medical or compassionate grounds and will not necessarily be granted because of work or other commitments. Requests for extensions should be made in writing prior to the due date. Late assignments that have not been granted an extension will be penalized by deducting 20% of the possible mark for each day overdue.
- **All course material is protected by U.S. copyright law.** You must not take notes for the purpose of selling or re-distribution (this includes social media of any kind). Furthermore, any type of recording (audio or video) is not allowed without written consent of the professor.