COURSE OBJECTIVES:
Among the objectives, which serve as focal point of the course, are the following:

1. To provide a general understanding of the environment of international marketing.
2. To develop an analytical framework for the examination of international marketing situations, which might require problem-solving capabilities, developed through analytical tools.
3. To enhance the understanding of the cultural and international dimensions of marketing.
4. To provide concrete examples of marketing activities of multinational firms.

REQUIRED TEXT:
INTERNATIONAL MARKETING
PHILLIP CATEORA,
16TH EDITION
MCGRAW HILL/IRWIN, 2013.

SUGGESTED READINGS:
GLOBAL MARKETING
Foreign entry, local marketing and global management
JOHNY K. JOHANSSON
MCGRAW HILL

GLOBAL MARKETING
WARREN J. KEEGAN
PRENTICE HALL.

GLOBAL MARKETING
SVEND HOLLENSEN
PRENTICE HALL.

TRIAD POWER
KENICHI OHMAE,
McKINSEY & COMPANY, INC.

THE BORDERLESS WORLD
KENICHI OHMAE,
FONTANA AN IMPRINT OF HARPER COLLINS PUBLISHERS

In library sections:
-HARVARD BUSINESS REVIEW
-ADVERTISING AGE INTERNATIONAL
-BUSINESS WEEK (www.businessweek.com)
-THE ECONOMIST (www.economist.com)
- CIA: THEWORLDFACTBOOK
- Global Edge
  http://www.globaledge.msu.edu/ibrd/ibrd.asp
- CBI: Market Information. Fashion Forecast
  www.cbi.nl
- INTERNATIONAL TRADE CENTER
  www.intracen.org
- FAO – STATISTICAL FORECAST
  www.fao.org
- EUROSTAT
  www.eurostat.cec.eu
- INTERNATIONAL FAIRS
  www.auma.de
- WORLD CHAMBERS
  www.worldchambers.com
- GOVERNMENTS AROUND THE WORLD
  www.gksoft.com/gov
- EUROPE POTENTIAL CUSTOMERS
  www.europages.com

COURSE REQUIREMENTS (GRADE BREAKDOWN):

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Reports</td>
<td>20%</td>
</tr>
<tr>
<td>Case Analysis Reports and homework</td>
<td>30%</td>
</tr>
<tr>
<td>International Marketing Plan Reports</td>
<td>25%</td>
</tr>
<tr>
<td>Final Project Presentation</td>
<td>25%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

100-96% → A  
95-91% → A- 
90-86% → B+  
85-81% → B   
80-76% → B- 
75-71% → C+  
70-66% → C   
65-61% → D   
60% and less = F

READING REPORT:

Students are required to read all assigned readings in preparation for each topic and also expected to participate through written reports with the following requirements:

* Write three pages for each assigned chapter or article reading (max. five pages)
* Double-spaced - Arial 12 letter
* Include comments relevant to the topic

CASE ANALYSIS:

There will be a number of case analysis assignments as the course progresses. The case analysis will serve both as a tool for understanding actual business situations and a chance for students to brush up on their business writing skills. The cases will be read and analyzed by the student. The student is going to hand out a writing report of the case analysis and solution.
FINAL PROJECT:

Project Description:
One of the major challenges for international marketing is to understand and appreciate the importance of cultural adaptation in marketing programs. The international marketing project provides an opportunity for the students to fully appreciate the complexity of developing a marketing plan in a foreign market.

Project Objectives:
The learning objectives for the international marketing project are the following: The first objective is to familiarize the students with the cultural environment of a country as the subject of the project and to facilitate cross-cultural understanding. The second objective is to provide the students with the opportunity to prepare a marketing plan for a product, which is being considered for marketing in a country they have selected. The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan.

Project Overview:
The final project is an international marketing plan developed for a “local company” interested in promoting a product or service to another country. The project includes an analysis of the cultural, social, legal, political and economical variables that influence the target market for that firm.

The final project will be presented individually, and it will use the country notebook (final part of text book) as a guide.

Each student will select and indicate to the instructor the company for which you’ll develop the project.

The project requires that the student write a series of four papers, 15 to 20 pages each. The first paper is a general survey of the country's culture. The second, covers the economy of the country including a thorough analysis of the distribution and marketing systems. The third paper is a market audit and competitive analysis of a country market for a specific product. The fourth, has the students develop a preliminary marketing plan for a product under consideration for marketing in the country they have selected.

NOTES:
1. It is expected for all students to keep assigned work current and to be prepared for each topic.
2. All advanced reports, essays, etc, must be typed, double-spaced, with reference and no grammatical and spelling mistakes. Please send all the assignment to: ccontrer@mail.sdsu.edu
3. All papers are due on date assigned. A late penalty will be assessed for unexcused late papers.
4. in regards to the style of writing (citing sources, bibliography, etc.) APA format is accepted as long as it is correct and consisted.
5. Paper presentation format. Each written assignment must observe the following requirements: please type student’s name, course, date, assignment description on the paper right corner.

EXAMPLE:

<table>
<thead>
<tr>
<th>Student’s Name</th>
<th>MKTG 376</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Assignment Description</td>
</tr>
</tbody>
</table>

6. Penalty for cheating, plagiarism or any academic misconduct is an automatic course grade of “F”.
7. Dates for assignments are final.
SCHEDULE

SESSION 1 (Aug. 27)
Introduction
Instructor presentation
Students’ presentation
Analysis of course program
Description of Final Project (Draft Project Report)
Description of Cases Analysis

SESSION 2 (Sept. 3)
CHAPTER 1: THE SCOPE AND CHALLENGE OF INTERNATIONAL MARKETING
- Written report Ch. 1
- Read article “The Globalization of Markets” by Theodore Levitt (Review the article and write two pages report)
- Case analysis: Starbucks: Going Global Fast
- Work in the Final Project Proposal Report (Due Date: Sept. 10)

SESSION 3 (Sept. 10) Submit Final Project Proposal Report
CHAPTER 2: THE DYNAMIC ENVIRONMENT OF INTERNATIONAL TRADE
- Written report Ch. 2
- Case analysis: Nestlé: The Infant Formula Controversy
- Work in the Cultural Analysis Report (Guideline on Textbook pages: 594-595)

SESSION 4 (Sept. 17)
CHAPTER 4: CULTURAL DYNAMICS IN ASSESSING GLOBAL MARKETS
CHAPTER 5: CULTURE, MANAGEMENT STYLE, AND BUSINESS SYSTEMS
- Written report Ch. 4 & 5
- Case analysis: Cultural Norms, Fair & Lovely and Advertising
- Work in the Cultural Analysis Report

SESSION 5 (Sept. 24)
CHAPTER 6: THE POLITICAL ENVIRONMENT: A CRITICAL CONCERN
- Written report Ch. 6
- Case analysis: Coke and Pepsi Learn to Compete in India
- Work in the Cultural Analysis Report

SESSION 6 (Oct. 1)
CHAPTER 7: THE INTERNATIONAL LEGAL ENVIRONMENT: PLAYING BY THE RULES
- Written report Ch. 7
- Case analysis: Coping with corruption in Trading with China (Vietnam)
- Work in the Cultural Analysis Report (Due Date: Oct. 8)

SESSION 7 (Oct. 8) Submit Cultural Analysis Report
CHAPTER 8: DEVELOPING A GLOBAL VISION THROUGH MARKETING RESEARCH
- Written report Ch. 8
- Case analysis: The Not-So-Wonderful World of EuroDisney—Things Are Better Now at Disneyland Resort Paris
- Work in the Economic Analysis Report (Guideline on Textbook pages: 596-598)

SESSION 8 (Oct. 15)
CHAPTER 9: ECONOMIC DEVELOPMENT AND THE AMERICAS
- Written report Ch. 9
- Case analysis: When International Buyers and Sellers Disagree
- Work in the Economic Analysis Report
SESSION 9 (Oct. 22)
CHAPTE 10 & 11: EUROPE, AFRICA, MIDDLE EAST & THE ASIAN PACIFIC REGION
- Written report Ch. 10 & 11
- Case analysis: Marketing to the Bottom of the Pyramid
- Work in the Economic Analysis Report (Due Date: Oct. 29)

SESSION 10 (Oct. 29) Submit Economic Analysis Report
CHAPTER 12: GLOBAL MARKETING MANAGEMENT: PLANNING AND ORGANIZATION
- Written report Ch. 12
- Case analysis: Continued Growth for Zara and Inditex
- Work in the Market Audit and Competitive Market Analysis Report (Guideline on Textbook pages: 598-599)

SESSION 11 (Nov. 5)
CHAPTER 13 & 14: PRODUCTS AND SERVICES FOR CONSUMERS AND BUSINESSES IN GLOBAL MARKETS
- Written report Ch. 13 & 14
- Case analysis: McDonald's and Obesity
- Work in the Market Audit and Competitive Market Analysis Report (Due Date: Nov. 12)

SESSION 12 (Nov. 12) Submit Market Audit and Competitive Market Analysis Report
CHAPTER 15: INTERNATIONAL MARKETING CHANNELS
- Written report Ch. 15
- Case analysis: AIDS, Condoms, and Carnival
- Work in the International Marketing Plan (Guideline on Textbook pages: 599-601)

SESSION 13 (Nov. 19)
CHAPTER 16: INTEGRATING MARKETING COMMUNICATIONS AND INTERNATIONAL ADVERTISING
- Written report Ch. 16
- Case analysis: Tambrands: Overcoming Cultural Resistance
- Work in the International Marketing Plan (Guideline on Textbook pages: 599-601)

SESSION 14 (Nov. 26)
CHAPTER 18: PRICING FOR INTERNATIONAL MARKETS
- Written report Ch. 18
- Case analysis: Iberia Airlines Builds a BATNA
- Work in the International Marketing Plan (Due Date: Dec. 3)

SESSION 15 (Dec. 10)
FINAL PROJECT PRESENTATION.

Note: Cases can be found online at
www.mhhe.com/cateora16e

FINAL PROJECT PROPOSAL REPORT
(Due on September 10)

The report must accomplish the following requirements:
1. Name and type of activity of the business company selected for the project.
2. Company’s background.
3. Products and/or services offered by the company.
4. Present Target Market.
5. Present Competition.
6. International Marketing Strategic Plan Goal for the business company.
7. Target Country to export the company’s products (Specify region).
WRITTEN REPORT REQUIREMENTS:

*Cover:

San Diego State University
Imperial Valley Campus
Global Marketing Strategy
Firm’s Name
Student’s Name
Date

*Table of contents (include page number)

I. Executive summary

II. Introduction (In this section include the information developed for the final project proposal: Include short profiles of the company, the product to be exported, and the country with which you wish to trade.)

III. Cultural Analysis
   3.1. Brief discussion of the country’s relevant history
   3.2. Geographical setting
      A. Location
      B. Climate
      C. Topography
   3.3. Social institutions
      A. Family
         1. The nuclear family
         2. The extended family
      3. Dynamics of the family
         a. Parental roles
         b. Marriage and courtship
      4. Female/male roles (changing or static?)
   B. Education
      1. The role of education in society
         a. Primary education (quality, levels of development, etc.)
         b. Secondary education (quality, levels of development, etc.)
         c. Higher education (quality, levels of development, etc.)
      2. Literacy rates
   C. Political system
      1. Political structure
      2. Political parties
      3. Stability of government
   4. Special taxes
   5. Role of local government
   D. Legal system
      1. Organization of the judiciary system
      2. Code, common, socialist, or Islamic-law country?
      3. Participation in patents, trademarks, and other conventions
   E. Social organizations
      1. Group behavior
2. Social classes
3. Clubs, other organizations
4. Race, ethnicity, and subcultures
F. Business customs and practices
3.4. Religion and aesthetics
A. Religion and other belief systems
1. Orthodox doctrines and structures
2. Relationship with the people
3. Which religions are prominent?
4. Membership of each religion
5. Any powerful or influential cults?
B. Aesthetics
1. Visual arts (fine arts, plastics, graphics, public art, colors, etc.)
2. Music
3. Drama, ballet, and other performing arts
4. Folklore and relevant symbols
3.5. Living conditions
A. Diet and nutrition
1. Meat and vegetable consumption rates
2. Typical meals
3. Malnutrition rates
4. Foods available
B. Housing
1. Types of housing available
2. Do most people own or rent?
3. Do most people live in one-family dwellings or with other families?
C. Clothing
1. National dress
2. Types of clothing worn at work
D. Recreation, sports, and other leisure activities
1. Types available and in demand
2. Percentage of income spent on such activities
E. Social security
F. Healthcare
3.6. Language
A. Official language(s)
B. Spoken versus written language(s)
C. Dialects
3.7. A Briefing on Negotiation Style (ours and theirs)

IV. Economic Analysis
4.1. Population
A. Total
1. Growth rates
2. Number of live births
3. Birthrates
B. Distribution of population
1. Age
2. Sex
3. Geographic areas (urban, suburban, and rural density and concentration)
4. Migration rates and patterns
5. Ethnic groups
4.2. Economic statistics and activity
A. Gross national product (GNP or GDP)
1. Total
2. Rate of growth (real GNP or GDP)
B. Personal income per capita
C. Average family income
D. Distribution of wealth
   1. Income classes
   2. Proportion of the population in each class
   3. Is the distribution distorted?
E. Minerals and resources
F. Surface transportation
   1. Modes
   2. Availability
   3. Usage rates
   4. Ports
G. Communication systems
   1. Types
   2. Availability
   3. Usage rates
H. Working conditions
   1. Employer–employee relations
   2. Employee participation
   3. Salaries and benefits
I. Principal industries
   1. What proportion of the GNP does each industry contribute?
   2. Ratio of private to publicly owned industries
J. Foreign investment
   1. Opportunities?
   2. Which industries?
K. International trade statistics
   1. Major exports
      a. Dollar value
      b. Trends
   2. Major imports
      a. Dollar value
      b. Trends
   3. Balance-of-payments situation
      a. Surplus or deficit?
      b. Recent trends
   4. Exchange rates
      a. Single or multiple exchange rates?
      b. Current rate of exchange
      c. Trends
L. Trade restrictions
   1. Embargoes
   2. Quotas
   3. Import taxes
   4. Tariffs
   5. Licensing
   6. Customs duties
M. Extent of economic activity not included in cash income activities
   1. Countertrades
      a. Products generally offered for countertrading
      b. Types of countertrades requested (barter, counter purchase, etc.)
   2. Foreign aid received
N. Labor force
   1. Size
   2. Unemployment rates
O. Inflation rates
4.3. Developments in science and technology
A. Current technology available (computers, machinery, tools, etc.)
B. Percentage of GNP invested in research and development
C. Technological skills of the labor force and general population

4.4. Channels of distribution (macro analysis)
This section reports data on all channel middlemen available within the market. Later, you will select a specific channel as part of your distribution strategy.
A. Retailers
1. Number of retailers
2. Typical size of retail outlets
3. Customary markup for various classes of goods
4. Methods of operation (cash/credit)
5. Scale of operation (large/small)
6. Role of chain stores, department stores, and specialty shops
B. Wholesale middlemen
1. Number and size
2. Customary markup for various classes of goods
3. Method of operation (cash/credit)
C. Import/export agents
D. Warehousing
E. Penetration of urban and rural markets

4.5. Media
This section reports data on all media available within the country or market. Later, you will select specific media as part of the promotional mix and strategy.
A. Availability of media
B. Costs
1. Television
2. Radio
3. Print
4. Internet
5. Other media (cinema, outdoor, etc.)
C. Agency assistance
D. Coverage of various media
E. Percentage of population reached by each medium

V. Market audit and competitive market analysis
5.1. The product
A. Evaluate the product as an innovation as it is perceived by the intended market
1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability
B. Major problems and resistances to product acceptance based on the preceding evaluation

5.2. The market
A. Describe the market(s) in which the product is to be sold
1. Geographical region(s)
2. Forms of transportation and communication available in that (those) region(s)
3. Consumer buying habits
   a. Product-use patterns
   b. Product feature preferences
   c. Shopping habits
4. Distribution of the product
   a. Typical retail outlets
   b. Product sales by other middlemen
5. Advertising and promotion
a. Advertising media usually used to reach your target market(s)
b. Sales promotions customarily used (sampling, coupons, etc.)

6. Pricing strategy
a. Customary markups
b. Types of discounts available

B. Compare and contrast your product and the competition’s product(s)
1. Competitors’ product(s)
a. Brand name
b. Features
c. Package
2. Competitors’ prices
3. Competitors’ promotion and advertising methods
4. Competitors’ distribution channels

C. Market size
1. Estimated industry sales for the planning year
2. Estimated sales for your company for the planning year

D. Government participation in the marketplace
1. Agencies that can help you
2. Regulations you must follow

VI. International Marketing Plan
6.1. The marketing plan
A. Marketing objectives
1. Target market(s) (specific description of the market)
2. Sales forecast years 1–5
3. Profit forecast years 1–5
4. Market penetration and coverage
B. SWOT Analysis
1. Strengths
2. Weaknesses
3. Opportunities
4. Threats
C. Product adaptation or modification—using the product component model as your guide, indicate how your product can be adapted for the market.
1. Core component
2. Packaging component
3. Support services component

D. Promotion mix
1. Advertising
a. Objectives
b. Media mix
c. Message
d. Costs
2. Sales promotions
a. Objectives
b. Coupons
c. Premiums
d. Costs
3. Personal selling
4. Other promotional methods
E. Distribution: From origin to destination
1. Port selection
a. Origin port
b. Destination port
2. Mode selection: Advantages/disadvantages of each mode
a. Railroads
b. Air carriers

c. Ocean carriers

d. Motor carriers

3. Packing

a. Marking and labeling regulations

b. Containerization

c. Costs

4. Documentation required

a. Bill of lading

b. Dock receipt

c. Air bill

d. Commercial invoice

e. Pro forma invoice

f. Shipper’s export declaration

g. Statement of origin

h. Special documentation

5. Insurance claims

6. Freight forwarder. If your company does not have a transportation or traffic management
department, then consider using a freight forwarder. There are distinct advantages and
disadvantages to hiring one.

F. Channels of distribution (micro analysis). This section presents details about the specific types of
distribution in your marketing plan.

1. Retailers

a. Type and number of retail stores

b. Retail markups for products in each type of retail store

c. Methods of operation for each type (cash/credit)

d. Scale of operation for each type (small/large)

2. Wholesale middlemen

a. Type and number of wholesale middlemen

b. Markup for class of products by each type

c. Methods of operation for each type (cash/credit)

d. Scale of operation (small/large)

3. Import/export agents

4. Warehousing

a. Type

b. Location

G. Price determination

1. Cost of the shipment of goods

2. Transportation costs

3. Handling expenses

a. Pier charges

b. Loading and unloading charges

4. Insurance costs

5. Customs duties

6. Import taxes and value-added tax

7. Wholesale and retail markups and discounts

8. Company’s gross margins

9. Retail price

H. Terms of sale

1. EX works, FOB, FAS, C&F, CIF

2. Advantages/disadvantages of each

I. Methods of payment

1. Cash in advance

2. Open accounts

3. Consignment sales

4. Sight, time, or date drafts
5. Letters of credit
6.2. Pro forma financial statements and budgets
   A. Marketing budget
   1. Selling expense
   2. Advertising/promotion expense
   3. Distribution expense
   4. Product cost
   5. Other costs
   B. Pro forma annual profit and loss statement (first year through fifth year)
6.3. Resource requirements
   A. Finances
   B. Personnel
   C. Production capacity

VII. Conclusion

VIII. Sources of information

IX. Appendixes (Optional)

NOTE:
* The written final project report due date is December 10
* The final report evaluation is based on the quality of the content, form and style
* Submit to the instructor the written final report, please send it to: ccontrer@mail.sdsu.edu