



INTERNATIONAL MARKETING MANGEMENT-MBAX 6320



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Text: *International Marketing* by Philip Cateora, 13th edition

Class: Thursday 6:30-9:15 pm, KOBL S110

FALL 2008

Office hours: Thurs. 5:00 – 6:30 & 9:15 – 10:00 & by appointment

I. COURSE OVERVIEW

The objective is to understand various internal and external influences in international business. We will cover topics such as: Globalization, trade, entry strategies, branding, H.R., culture, legal issues, distribution... We will address questions such as: “How do I enter a new market? How do I start a business abroad and what is the best channel for distributing my product/service? How do I successfully work and communicate with other cultures?” We will look at impacts of globalization and examine current political and cultural issues and their effect on the business environment. My goals are to help you to reach the course objectives, maintain your interest in this material, provide a wide range of learning methodology, to optimize your time, and to do my best to make this class both informative and enjoyable.

II. GRADING

The grade "A" (90's) is given for exceptional work and needs to meet this standard. "B" (80's) is for work that has met all the criteria. "C" (70's) is for work that has some noticeable weaknesses. Late work will be marked down 10%. Please observe time/page limitations and focus on analysis rather than description. There will be a lot of emphasis on critical thinking and good analysis. Charts and graphics do not count toward the max page limit, and do use a lot of visual information in your papers. Please reference all important data or information. Work is graded on 1-100 basis, except for assignments, which are graded on 1-10 basis.

GRADE AS %

95% - 100% = A

90% - 94% = A-

86% - 89% = B+

82% - 85% = B

78% - 81% = B-

74% - 77% = C+

70% - 73% = C

60% - 69% = D

Under 60% = F

GRADING DISTRIBUTION

(15%) Class Participation (peer evals, discussions)

(25%) Assignments (one page, mini cases...)** Graded 1-10

(10%) Persuasive Debate (8 min.)

(10%) Paper: Branding the U.S.** (4 pg. double-space* max.)

(10%) Group Country Plan Paper (12 pg.double-space* max.)

(5%) Group Country Plan Presentation

(20%) Final Exam

(5%) Self Evaluation

100%

* Visuals do not count towards the page max

** For the individual paper and assignments, do not use

your real name, but an anonymous one - consisting of two words: first your birth month and a second word of your choice. (January Snow, June Bug...etc) Use only one and the same anonymous name for both the paper and all the written assignments.

15% - Class Interaction/Participation is based on your understanding of the class and reading material, your in-class involvement, constructive feedback of peers on their presentations, and ability to effectively interact to enhance participant learning. Please incorporate good class dynamics in all the activities; observe time limitations, understand your audience, and focus on analysis.

25% - Assignments: 1-2 page summaries on various topics. The challenge is in conveying a lot of critical information in a very brief format, as you would in communicating a decision or a strategy summary to upper management. Use your anonymous name. Assignments are graded on 1-10 basis. There will also be some tasks which will simply be checked by check, check plus or check minus.

10% - Persuasive Debate (8 minutes or prior negotiation for more time)

Debate: The goal is to: Be persuasive, to understand both sides of an important issue and to learn more about a global topic. Choose one: 1) Is U.S. a good global citizen? 2) Outsourcing: good or bad for the U.S.? 3) UN: irrelevant or requisite? 4) Ecotourism – Fad or Future? 5) Terrorism: vital global problem or overblown? You need two people interested in the same topic to do a debate. One person will argue one side, the other the opposite. Each will have 6 minutes to present, then additional 2 minutes to respond and close. To persuade us, you will need to have relevant, credible and well documented information. You need to make a strong argument for a strategy, organizational policy, or a critical decision where you absolutely need to convince your audience; like an attorney arguing a case. You will hand in a one page outline of your proposed winning strategy, tactics and a summary of your main arguments.

10% - Paper How would you better “brand” the U.S. and its products? (Anonymous name)

15% - Group Country Plan Your group will enter a foreign market as an entrepreneur with a product/service or pursue a real estate investment. You will write a feasibility plan, and present your findings as you would to a potential investor. Feasibility plan is not as comprehensive as a business plan, but should outline the same major issues. While graded as a group project, I will ask members to evaluate each other to determine individual contribution. Written plan =10%, Presentation =5%.

20% - Final Exam True & false, multiple choice, matching, fill in answers, oral and short essay.

5% - Self Evaluation is your evaluation of your class work. It should not be excessively indulgent, nor overly restrained, and your criteria for the score needs to be clearly defined.

III. OBJECTIVES

When this course is completed, you should have achieved the following objectives:

- 1) Understand the terminology, principles and concepts of international business.
- 2) Comprehend a cultural perspective other than your own.
- 3) Be able to analyze and select a strategic international marketing approach.
- 4) Improved your critical and analytical thinking

Your time is valuable, and I will try my best that it is spent productively. Let me know if you have difficulties or need more information regarding course work or my expectations of assignments.

•TOPICS READINGS	√ASSIGNMENTS !, !!, !!! Estimated difficulty of assignment	& CATEORA * (Skim)
WEEK 1 - 9/11 •SRC •PM •Trade?	Intros & Syllabus Managing Projects Presentation topic & schedule √ Task: Size comparisons (GDP, NGO, Corporate profit) √ Task: Team Questions (6-8 questions) √ Select Presentation topic & schedule √ Select Groups	Skim Chapter 1 & 2
WEEK 2 – 9/18	NO CLASS MEETING √ Group meeting - feasibility outline	& Chapter 1 & 2 Scope & Challenge Dynamic Environment
WEEK 3 - 9/25 •Hofstede •Market Research •Economics •Trade?	√ VW Assign. !!! (1 pg. text 1-2 graphs SWOT – List 5 strengths, 5 weakness 3 opps, 3 threats, List Assumptions) Debates	& Chapter 4 & 8 Cultural Dynamics Market Research
WEEK 4 – 10/2 •History •Topic Disc	Debates	& Chapter 3 History & Geography
WEEK 5 – 10/9 •Topic Disc	√ Disney Assign. !! Case 2-1 #614 (2 pg. text - Top 7 selection criteria and asses Spain alternative) Debates	& Chapter 5 Culture, Mngmnt
WEEK 6 – 10/16 •Relocation •HR	√ Natl Office Assign. !! Case 4-5 #663 (1 pg. text question #4) Debates	& Chapter 11 Planning & Org.*
WEEK 7 – 10/23 •Distribution	√ Personal Strategy !!! (2 pg text) Debates	& Chapter 13 Business Products*

WEEK DATE READINGS	3 ASSIGNMENTS	&	CATEORA
WEEK 8 – 10/30 •FX •Money	√ Group Assign. !!! (Optimal Population) Debates	& Chapter 14 Intl. Distribution	
WEEK 9 – 11/6	√ Stock Selections ! \$300,000 invest √ Numbers Gone bad ! 1 pg. 3 examples Debates	& Chapter 12, 15 Consumer Products Logistics*	
WEEK 10 – 11/13 •Topic Disc	√ Branding the US - Individual Paper Debates	& Chapter 17 Personal Selling	
WEEK 11 – 11/20 •Legal	Debates	& Chapter 16 Advertising	
11/27 THANKSGIVING NO CLASS			
WEEK 12 – 12/4 •Negotiations	Negotiating Group Country Plan Presentations	& Chapter 18 Pricing	
WEEK 13 – 12/11 •Stereotypes	√ Group Country Plan Due Group Country Plan Presentations	& Chapter 19 Negotiating	
WEEK 14 – 12/18	FINAL EXAM Evening		

This is a tentative schedule, which will change and be updated during the semester.