INTRODUCTION TO INTERNATIONAL MARKETING
BUS 220 F

MON TO THU 4.15-7.00 p.m.
Credit hours: 3
Course hours: 45
Additional costs: approx. €45 (see point 10)

Teacher contact:

1- DESCRIPTION
What is international marketing? Basically, the marketing process may be defined as follows: analysis, planning, implementation, and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of the target market’s needs and desires and on using effective pricing, communication and distribution to inform, motivate and service the market. The course focuses on developing the necessary skills to manage this process effectively, with the objective of creating value for the customer and the firm.

We all know that world trade has assumed an importance hitherto unknown to the global community. This means that the modern marketer or manager cannot manage his business without looking at the global arena where economic transactions take place. Even if a marketer decides to confine his own business within the national borders, the global nature of modern economics influences in any case his decisions. In past centuries, trade was conducted internationally but never before did it have the broad and simultaneous impact on nations, firms, and individuals that it has today. Over three decades world trade has expanded from $200 billion to almost $7 trillion. Moreover, trade growth on a global level has consistently outperformed the growth of domestic economies in the past new decades. As a result, many new countries and firms have found it highly desirable to become major participants in international marketing.

This is the reason why we study international marketing, and why the outline of the course goes from the analysis of the common strategies to sell a product, to the analysis of the most important economies in which one international firm competes against others.

2-OBJECTIVES, GOALS AND OUTCOMES
It is the objective of this course to teach students the basic concepts of International Marketing. Students will develop knowledge and skills related to:

- Understanding the various components of marketing (product/services, promotion, distribution, and pricing) and how these are influenced by the environments of international business.
- Developing an appreciation of various environments that influence international marketing: the risks and opportunities that affect marketing activities including economic, cultural, political, legal and regulatory, technological, ethical, financial, and competitive forces.
- Analyzing consumer differences and similarities across different markets.
- Developing market strategies.
- Gaining a broad understanding of the different cultural environments and the world in which we live.
- Learning about international geography, current global events and their impact on international marketing.

3-PREREQUISITES
As this is considered a second division course, the basic principles of marketing or business will be very useful, although not necessary. This class is held in English.

4- METHOD
Class sessions take various forms including lectures, discussions, and student presentations. Most lectures are devised to stimulate class discussions, in which all contributions are appreciated and evaluated as part of participation. There are also classes with guided viewing of instructional videos,
and sometimes articles provided by the teacher will be read and discussed in class.

5- ASSESSMENT
1. Course group project: students will write and present a project of their choice involving:
   The Development of a Marketing strategy for the import of a US product or service (or product from your home country) to Italy (and the EU if you prefer).
This project is a combination of research analysis and evaluation as well as creativity!
The instructor will approve the subject of each group project. The groups will do some original research to support their proposal. Students will work in groups of three or four (depending on the number of students that are in class). The instructor reserves the right to assign members to the teams, and cultural diversity within the groups is highly recommended. Each team will present their report to the class at the end of the course (see point 13 class schedule). Each presentation should last about 20 minutes. Students will use PowerPoint for the presentation. Students are encouraged to bring pertinent visual props and/or graphic software. Please note that some purchases of items, photocopying and printing are likely to be part of the research process. This project involves teamwork and students will be graded as a team, so it is essential that groups share the workload fairly and that each group member gives part of the presentation.

This course team project will be worth 20% of the final grade.
The Project must include:
- Market analysis
- Cost analysis
- Logo design
- Marketing mix
The project will be graded as follows:
Presentation: 25%  Originality: 25%  Audience interest/participation: 25%  Information accuracy: 25%

This project will be delivered on 17th June.

2. ORAL PRESENTATIONS
There will be 1 oral presentation about an article provided by the professor dealing with marketing, international business, international economics etc. Students shall read those articles and report on them in a critical way in class. This will be worth 15% of the final grade. These oral presentations should be educational and interesting for the other students, so feel free to develop the assigned topic as you wish. A simple reading from notes or directly from an article will not be accepted. For presentations, students will use PowerPoint, so that other students may take notes. Presentation dates will be determined in the first week of the class. Presentations will be graded as follows:
Audience interest/participation: 25%  Information accuracy: 25%  Information development: 25%
Presentation: 25%.

6- EXAMS
The MIDTERM TEST and FINAL EXAM are written, and consist of three questions (long essay questions) which are worth 30% each plus ten questions (multiple choice format) which are worth 1% each. Students shall answer them correctly and extensively, otherwise the evaluation of that answer will be lowered by a certain percentage. The Final exam is not cumulative.
Remember that the dates of midterm test and final exam can NOT be changed for any reason, so please organize your personal schedule accordingly.

7- EVALUATION AND GRADING SYSTEM
15% Oral presentation
20% Project (oral and written format)
15% Class participation
20% Midterm TEST (written format)
30% Final exam (written exam)

A = 100 - 93%,  A- = 92 - 90%,  B+ =89 - 87%,  B = 86 - 83%,  B- = 82 - 80%,
C+ = 79 - 77%,  C = 76 - 73%,  C- = 72 - 70%,  D = 69 - 60%,  F = 59 - 0%
8-ATTENDANCE AND BEHAVIOR

Mandatory attendance is a primary requirement for a responsible learning experience at LdM. Please consider that:

1. If the student misses 20% of the scheduled class hours during this course (generally at the 3rd absence), the Final grade will be lowered by one full letter grade (i.e. A to B).
2. If more than 20% of the scheduled class hours are missed (generally at the 4th absence), the final grade will be “F” and NO credits will be given for this course.

Missing half a class will be considered one absence. It is important that students come to class on time. Three late arrivals or leaving early will be considered one absence. Students are expected to keep track of their own absences. If a class occasionally creates conflict with another class, the student is required to inform in advance both instructors. The instructors will then share a written excuse for the class going to be missed. In the case of a field trip or site visit, each student is required to know exact meeting points and time for each scheduled visit. Late arrivals or getting lost are considered absence. A no-show on days of visits counts as an absence.

Students may NOT keep cell phones, Blackberry systems or laptop computers and wireless internet switched on during classes unless required by the lesson of that day. Portable computers will only be admitted for presentations.

Be respectful of your fellow students, and if someone engages in disruptive activities during class, please understand that you will be asked to leave the room. As detailed in the LDM Rules of Conduct, students are expected to behave in class in a manner appropriate to a serious learning environment. In this environment, eating, drinking, sleeping, reading magazines or newspapers, keeping one’s feet on a chair, wearing sunglasses etc. are NOT considered appropriate. Students may leave the classroom only for acceptable reasons. In case of absence, students are responsible for taking notes from their fellows.

Students are required to behave properly within the school premises. Classrooms are to be left in order and clean. Students must take care of available equipment and materials and promptly report any damage and loss.

Students with learning disabilities are required to contact their LdM Advisor or LdM Dean of students. All students “at risk” of failing will always be alerted by the instructor who will also inform the student’s advisor.

Should issues of academic dishonesty arise (plagiarism and so on) the teacher will refer to the LDM written policy on such matters.

9. READINGS & SOURCES

The course will be based on a mandatory COURSEPACK to be bought at the COPISTERIA X in Via Guelfa 3 rosso, for around € 30. It is also important that students take notes during lectures, as they supplement the coursepack.

Suggested readings:

- David L. Kurtz, Principles of contemporary Marketing, Thomson, 2008 [IB 13 MB]
- J. Quelch, K. Kashani, S. Vandermewe, Cases in European Marketing Management, Irwin 2005 [IB 58 MB]
- S.J. Evenett, B.M. Hoekman, Economic development and multilateral trade cooperation, Palgrave MacMillan 2006 [IB 62 MB]
- J. Blythe, Principles and practice of Marketing, Thomson, 2006 [IB 76 MB]

Please note that all abovementioned books are available for reading at the LdM school library (see specific location code next to each title). Please check the library for new books and other useful reading material.
**Additional references:**
International Marketing Internet sites of interest:
http://www.worldculture.com (web of culture)
http://www.adage.com/international/daily/index.html (Advertising Age International)
http://www.going-global.com (going-Global)
http://www.countryreports.org/ (Country Reports)
http://www.lexmercatoria.net/ (International Laws)
http://www.gamma.sil.org/ethnologue/ (culture and Languages)
http://www.foreignaffairs.org/envoy/ (Foreign affairs)
http://www.businessmonitor.co.uk/ (Business Monitor on Line)
http://www.wto.org/ (World Trade Organization)
http://www.un.org/ (United Nations)
http://www.imf.org/ (International Monetary Fund)
http://www.worldbank.org/ (World Bank)
http://www.oecd.org/ (Organization for Economic Cooperation and Development)
http://www.eiu.com/ (The Economist Intelligence Unit)
http://www.euromonitor.com/ (Euromonitor)

**Articles in the business press:**
In addition, students are expected to read international and European news that appears in the following useful magazines and newspapers:
- **Fortune** (American magazine), deals with general management issues; [http://www.fortune.com/](http://www.fortune.com/)
- **Business Week** (American magazine), world of business matters; [http://www.businessweek.com/](http://www.businessweek.com/)
- **The Economist** (British Weekly magazine), very strong in the field of economics. It can help notably on company external relations and forecasting; [http://www.economist.com/](http://www.economist.com/)
- **The Wall Street Journal** (American daily newspaper), deals with day to day information on financial, economics, management, and business; [http://www.wsj.com/](http://www.wsj.com/)
- **The Financial Times** (British daily newspaper), very good for day-to-day information on management, business, and economics. [http://www.ft.com/](http://www.ft.com/)
- **The New York Times** (American Daily Newspaper) excellent for day-to-day information on all areas of news (political, cultural, social and business), focusing not only on NY area but world news. Great section on business news with many subsections including media and communications. [http://www.nytimes.com/](http://www.nytimes.com/)
- **The International Herald Tribune** - very good European daily paper with subsections that focus on various areas of interest. [http://www.iht.com/](http://www.iht.com/)
- **Pambianco News** - Italian news source that focuses on the fashion industry in particular. [http://www.pambianconews.com/ita/default.asp](http://www.pambianconews.com/ita/default.asp)
- **Womens Wear Daily** - focus on fashion news and all related industries (accessories, textiles, cosmetics etc). Great source of retail news if product is fashion related. [http://www.wwd.com/](http://www.wwd.com/)

These readings help bring the terms and theories that students learned about in this course “to life”.

**Other websites:**
http://www.cnnfn.com/
http://www.economedia.com/
http://www.bcemag.com/ (Business Central Europe)

**10- ADDITIONAL COSTS**
€ 10 (approx.) for Group project
€ 30 (approx.) for coursepack
€ 5 for visit to the Ferragamo Museum

**11- VISITS AND TRIPS**
Mandatory field trip to Ferragamo Museum on 11th June at 4.15. See point 13A for details
13A-CLASS SCHEDULE
Remember that the day of exams, quizzes and assignments cannot be changed for any reason, so organize
yourself in order to avoid any interference with the class and the date of exams.

WEEK 1
1) 25th May Introduction to International Marketing: introduction to the course, review of course
syllabus, Beginning international activities: why internationalise and market analyses
2) 26th May The international environment and the cultural one + class discussion
3) 27th May Political and legal environment: The European Union
4) 28th May The economic environment and the financial one: the WTO (with video)

WEEK 2
5) 1st June Strategies in international markets: success factors and winning strategies
6) 2nd June NATIONAL HOLIDAY (FOUNDING OF THE REPUBLIC): NO CLASS
7) 3rd June Screening of a video. Payment for the fieldtrip due today
8) 4th June MIDTERM test

WEEK 3
9) 8th June Product and price strategies
10) 9th June Distribution strategies and the Internet
11) 10th June Promotion strategies and market segmentation +
GUEST LECTURE: Prof. Alessandra Ferroni about “Doing marketing with Fashion”
DELIVERY OF MARKETING ANALYSIS
12) 11th June MANDATORY FIELD TRIP TO THE FERRAGAMO MUSEUM: meeting point is the
classroom at 4.15

WEEK 4
12) 15th June Introduction to global marketing
13) 16th June The History of Coca-Cola (with video)
13) 17th June GROUP PROJECTS
14) 18th June FINAL EXAM

13B-ALTERNATIVE LESSON
Should the instructor be indisposed or otherwise unable to attend, a substitute teacher will conduct a
pre-prepared alternative lesson at the regular class time. The alternative class will take the following
form:
- Video “The history of blue jeans” + viewing questions and response paper to be turned in.