

# **International Marketing Management**

## **IBUS 1354-0005 (57593)**

### **Syllabus**



Fall Semester, 2011

Tuesday/Thursday - 10:00 a.m. – 11:30 a.m.  
Houston Community College – Central Campus

Instructor: Kimberly Cade Davis, MBA  
Contact Phone Number: (832) 287-2583 (Cell)  
Business Administration Office Phone: (713) 718-6295

Campus Office: BSCC 206 (sign on the door reads "Accounting Department")

Office Hours: In classroom before and after class by appointment

Revised: August, 2011

## **COURSE DESCRIPTION**

Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors. Development of an international export/import marketing plan.

## **PREREQUISITES**

None

## **FREQUENT REQUISITES**

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

## **COURSE SEMESTER CREDIT HOURS**

Credit Hours = 3.00

Lecture Hours = 3.00

Laboratory Hours = 0

Total course contact hours = 48

## **COURSE LENGTH**

16 weeks

## **TYPE OF INSTRUCTION**

Primarily lecture and web enhanced instruction

## **TEXTBOOK INFORMATION:**

Keegan, Warren J. and Mark C. Green, Global Marketing, Sixth Edition, Upper Saddle River, New Jersey, Prentice Hall, 2003. ISBN: 9780137023868

## **COURSE GOALS**

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

## **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

1. Identify global issues and trends.
2. Examine legal issues and proper documentation necessary for international trade.
3. Analyze various sources of international business research.
4. Demonstrate knowledge of global and world geography.

## **COURSE STUDENT LEARNING OUTCOMES (SLO)**

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

## **SCANS AND/OR CORE CURRICULUM COMPETENCIES**

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

## COURSE REQUIREMENTS AND GRADING POLICY

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time).

Text readings, class attendance and participation, cases, exams, a final paper are all required. Your final grade for this course is based on the total point system of 100 pts. as follows:

Four (4) exams (12.5 pts. each)	50 pts.
Four (5) case studies (Homework) at 4pts. each	20 pts.
International Business Final Project	20 pts.
Attendance	5 pts.
Participation	<u>5 pts.</u>
<b>TOTAL</b>	<b>100 pts.</b>

## HCC GRADING SCALE

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

## TESTING

The format of the tests will be multiple choice questions with several short answer questions and a possible bonus question worth 5 pts.

## MAKE-UP POLICY

**There will be no make-up tests given in this course.** The lowest test score will be dropped. If a student is unable to take an exam, the exam will be assigned a grade of zero (0). All assignments such as homework must be submitted timely. Late homework will be reduced by 5 points for each day it is late. Please make every effort to attend class regularly and monitor exam dates carefully.

## TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE

<http://hccs.edu/student-rights>

## PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.

Specific Assignments:

1. Homework (case studies) provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman. The student's name, the date and course (IBUS 1354 should be included at the top of the page. (See the attached example)
2. Three (3) exams will be given covering the reading assignments and class discussion. The questions relate to our current business environment and the application of human resources theory, application, and coursework. The format of the exams will be

- a combination of multiple choice and short answer. The exams all take-home to be returned to the instructor the following week
3. Four, typed and double-spaced case studies from the text. Answer all questions thoroughly.
  4. A final project either a five page research paper, using MLA or APA format, on an international marketing topic/product approved in advance by the instructor.
  5. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes arriving on time for class and remaining current on international business situations and/or events.

### **EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

### **CLASSROOM CONDUCT AND ETIQUETTE**

Students are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class from the class.

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Unless you have turned in authorization from the Office of Ability Services, laptops will not be allowed in the classroom.

Common courtesy is an extremely important trait in the business world. It is a minimum requirement for getting and keeping most jobs. Using common courtesy in college is good practice for the real world,

The most basic idea is to not disrupt your classmates, or your instructor, during class. So, please avoid behavior like: habitually coming to class late; maintaining steady conversation with neighbors during lecture or other class activities; taking (or making!) calls on your cell phone.

Respect in this classroom is reciprocal. I will respect you, your comments, opinions and beliefs and in return I expect you to respect my time and form of instruction, opinions and beliefs. Class disruption will not be allowed under any circumstances. It breaks my concentration and that of those who have paid for the privilege to be a part of this class. I reserve the right to dismiss students who violate this classroom conduct policy.

### **ACADEMIC HONESTY**

#### **SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)**

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"**Scholastic dishonesty**" includes , but is not limited to, cheating on a test, plagiarism, and collusion.

"**Cheating**" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

"**Plagiarism**" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"**Collusion**" means the unauthorized collaboration with another person in preparing written work offered for credit.

### **ATTENDANCE AND WITHDRAWAL POLICIES**

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the HCCS catalog. **IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.**

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

**In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a "W" on your transcript.** If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F").

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

### **INTERNATIONAL STUDENTS**

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

### **STUDENTS WITH DISABILITIES:**

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.

### **USE OF CAMERAS OR RECORDING DEVICES:**

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

### **GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY**

Refer to the Student Handbook, Catalog and Schedule.

### **INCLEMENT WEATHER**

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. You may also receive a telephone notification, therefore it is important to notify the registrar's office whenever you change your phone number. Closure information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)).

### **ACTIVITIES**

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: [www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

### **MATERIALS NEEDED**

- Textbook
- Scantron (green & white) forms and pencils for exams
- Folder or binder in which to keep assignments and projects
- Internet access: Available in HCC computer labs if you do not have access to a computer at home.
- Storage Device (flash drive)
- An active HCC email account

### **STUDENT E-MAIL ACCOUNTS**

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at anytime using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>.

- **Your login ID is the same as your HCC User ID which is used for Online Registration. [example: W0034567].** If you are new to HCC and don't know your login ID, go to the HCC Central web page ([www.hccs.edu](http://www.hccs.edu)), click on "CURRENT STUDENTS" on the left bar of the main page, go to "STUDENT EMAIL" to look it up.
- **Your initial password has been reset to your date of birth (mm/dd/yyyy).** For example, the password for February 8, 1982 would be '02/08/1982'.

### **Forgot your password or need help with your account?**

- Call the Help Desk at 713.718.8800 (7 a.m. – 8 p.m.)

*Sample Homework Assignment #1*

**THIS IS AN EXAMPLE OF HOW HOMEWORK ASSIGNMENTS SHOULD BE COMPLETED.**

***CASE 1-2: McDonald's Expands Globally While Adjusting Its Local Recipe***

**1. Identify the key elements in McDonald's global marketing strategy (GMS). In particular, how does McDonald's approach the issue of standardization?**

The popularity of American-style hamburgers, fries, and soft drinks is growing around the world. The restaurants offer the consumers a chance to experience for themselves a fast food legend.

In many locations, menu items are adapted according to the customs and tastes of individual countries. For example, in India where the Hindu religion prohibits eating beef, McDonald's sells the Maharaja Mace which uses lamb in place of beef.

**2. Do you think government officials in developing countries such as Russia, China, and India welcome McDonald's? Do consumers in these countries welcome McDonald's? Why or why not?**

McDonald's and other franchises with well-known brand names are generally welcome. Such businesses provide jobs and employee training.

McDonald's does a good job of earning the support of local authorities and the local population by working with agricultural producers to develop local supply sources for beef, potatoes, and dairy products. As lifestyles change globally, more people are embracing the concept of fast food.

**3. At the end of 2003, McDonald's announced it was selling the Donatos Pizza unit. Then, in 2006, the Chipotle chain was spun off. In light of these strategic actions, assess McDonald's prospects for success beyond the burger-and-fries model.**

McDonald's spent a period of time acquiring businesses they believed to be complimentary to their core business but in the end this strategy backfired. Competitors made inroads in the burgers and fried business. The company reasserted themselves in their core business, they reestablished themselves as innovators in the market.

McDonald's learned that attention cannot be diverted from their core business model.

**4. Is it realistic to expect that McDonald's – or any well-known company – can expand globally without occasionally making mistakes or generating controversy? Why do anti-globalization protesters around the world frequently target McDonald's?**

McDonald's has a reputation for being sensitive to local issues and mentalities. One of the company's guiding principles is that our restaurants should always be a reflection of the communities they serve.

Another issue is to maintain the service attitude that was a cornerstone of McDonald's U.S. reputation. A German student noted that in Germany, good service is not associated with McDonald's because counter help consists of immigrants who do not exhibit the cheerful demeanor of their U.S. counterparts.

McDonald's will often find it is the target of anti-globalization protesters because they see McDonald's as a prime example of the spread of U.S. style eating habits around the world which is another form of imperialism in their minds.

**Course Calendar**  
 International Marketing Management – IBUS 1354-0005 (57593)  
 Tuesday/Thursday - 10:00 a.m. – 11:30 a.m.  
 Houston Community College - Central

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment or Activity</b>
1	Tuesday, August 30, 2011	<i>Introduction to Course</i>	
	Thursday, September 1, 2011	<b>Chapter 1 – Lecture</b> <i>Introduction to Global Marketing</i>	
2	Tuesday, September 6, 2011	<b>Chapter 2 – Lecture</b> <i>The Global Marketing Environment</i>	Vietnam Case 2-1 assigned (pgs. 71-73). Due 09/13/2011
	Thursday, September 8, 2011	<b>Chapter 3 – Lecture</b> <i>Regional Marketing Characteristics and Preferential Trade Agreements</i>	Classroom Activity ( <i>Reinforcement Game, Video, or Student Discussion</i> )
3	Tuesday, September 13, 2011	<b>Chapter 4 – Lecture</b> <i>Social and Cultural Environments</i>	Vietnam Case 2-1 due to instructor
	Thursday, September 15, 2011	<b>Chapter 4 – Lecture</b> <i>Social and Cultural Environments</i>	Vietnam Case 2-1 returned  Classroom Activity ( <i>Reinforcement Game, Video, or Student Discussion</i> )
4	Tuesday, September 20, 2011	<b>EXAM 1</b>	<b>EXAM 1 (Chapters 1-4)</b>
	Thursday, September 22, 2011	<b>Chapter 5 – Lecture</b> <i>The Political, Legal, and Regulatory Environments of Global Marketing</i>	
5	Tuesday, September 27, 2011	<b>Chapter 6 – Lecture</b> <i>Global Information Systems and Market Research</i>	- Exam 1 Returned - Whirlpool Case 6-2 assigned (pgs. 200-201). Due 10/4/2011
	Thursday, September 29, 2011	<b>Chapter 7 – Lecture</b> <i>Segmentation, Targeting and Positioning</i>	
6	Tuesday, October 4, 2011	<b>Chapter 7 – Lecture</b> <i>Segmentation, Targeting and Positioning (continued)</i>	- Whirlpool Case 6-2 due to instructor. - Final Project discussed with class. Project is due 11/15/2011.
	Thursday, October 6, 2011	<b>Chapter 8 – Lecture</b> <i>Importing, Exporting and Sourcing</i>	
7	Tuesday, October 11, 2011	<b>Chapter 8 – Lecture</b> <i>Importing, Exporting and Sourcing (continued)</i>	- Whirlpool Case 6-2 returned.
	Thursday, October 13, 2011	<b>EXAM 2</b>	<b>Exam 2 (Chapters 5-8)</b>
8	Tuesday, October 18, 2011	<b>Chapter 9 – Lecture</b> <i>Global Market Entry Strategies: Licensing, Investment and Strategic Alliances</i>	-Jaguar Case 9-2 assigned



	Thursday, October 20, 2011	<b>Chapter 9 – Lecture</b> <i>Global Market Entry Strategies: Licensing, Investment and Strategic Alliances (continued)</i>	
9	Tuesday, October 25, 2011  Thursday, October 27, 2011	<b>Chapter 10 – Lecture</b> <i>Brand and Product Decisions in Global Marketing</i>  <b>Chapter 10 – Lecture</b> <i>Brand and Product Decisions in Global Marketing (continued)</i>	-Jaguar Case 9-2 due to instructor
10	Tuesday, November 1, 2011  Thursday, November 3, 2011	<b>Chapter 11 – Lecture</b> <i>Pricing Decisions</i>  <b>Chapter 12 – Lecture</b> <i>Global Marketing Channels and Physical Distribution</i>	-Jaguar Case 9-2 returned
11	Tuesday, November 8, 2011  Thursday, November 10, 2011	<b>Chapter 12 – Lecture</b> <i>Global Marketing Channels and Physical Distribution (continued)</i>  <b>Chapter 13 – Lecture</b> <i>Global Marketing Communications Decisions I: Advertising and Public Relations</i>	-Tesco Case 12-1 assigned (pgs. 364 and 393)
12	Tuesday, November 15, 2011  Thursday, November 17, 2011	<b>Chapter 13 – Lecture</b> <i>Global Marketing Communications Decisions I: Advertising and Public Relations (continued)</i>  <i>Exam #3</i>	-Tesco Case 12-1 returned  -Lenovo 14 -1 assigned. (pgs. 426 and 455)  <b>Exam 3 (9-13)</b>
13	Tuesday, November 22, 2011  <b>Thursday, November 24, 2011</b>	<b>Chapter 14 – Lecture</b> <i>Global Marketing Communications Decisions II: Sales Promotion, Personal Selling and Special Communications</i>  <b>THANKSGIVING HOLIDAY</b>	<b>Class Project Due</b>  <b>CAMPUS CLOSED (Nov. 24-Nov. 27)</b>
14	Tuesday, November 29, 2011  Thursday, December 1, 2011	<b>Chapter 15 – Lecture</b> <i>Global Marketing and the Digital Revolution</i>  <b>Chapter 16 – Lecture</b> <i>Strategic Elements of Competitive Advantage</i>	-Lenovo Case 14 -1 due to instructor and discussed in class
15	Tuesday, December 6, 2011  Thursday, December 8, 2011	<b>Chapter 17 – Lecture</b> <i>Leadership, Organization and Corporate Social Responsibility</i>  <b>Exam 4</b>	  <b>Exam 4 (14-17)</b>
16	Week of December 12 – 16	No lecture	