

Syllabus – BUSI 0022: International Marketing Spring Semester 2012

I. INFORMATION ON INSTRUCTOR

Instructor: Dr. John Zhu
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Course Web: <http://webct.hku.hk>
Assignment Box To Be Announced
Class: Tuesday 9:30 am – 11:25am (MW103)
Thursday 9:30 am – 10:25 am (MW103)
Office Hours: Tuesday, Wednesday 3:00-4:30 pm or by appointment

Course Prerequisite:

This course is open to second- or third-year students who have completed Marketing (BUSI 1004).

Textbook:

Global Marketing (6/e) by Keegan and Green (2011)
Upper Saddle River, NJ: Prentice Hall.
ISBN-13: 978-0-13-704268-5. ISBN-10: 0-13-704268-X.
Lecture notes will be posted on the course's website before each class.
Supplementary readings will be handed out in class.

II. COURSE INFORMATION

Course Description:

This course introduces the field of international marketing. It addresses the complex environment of international marketing and the need to investigate its various economic, social, political, cultural and legal dimensions from conceptual, methodological and applications perspectives. It then considers how these environmental factors should affect, and can be integrated into, marketing programs and strategies.

Course Objectives:

The basic objective of this class is to facilitate your understanding of the nature, structure, and distinct characteristics of international marketing. Further, through case studies and group projects, the course should develop your ability to adapt marketing strategies to specific national market needs and constraints.

III. LEARNING OUTCOMES

Through the semester, students are expected to:

- CLOS1: Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.
- CLOS2: Acquire an overview on the contemporary issues in global marketing and the unique challenges faced by marketing managers in the dynamic global environment.
- CLOS3: Develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions.
- CLOS4: Develop strategic thinking in the context of complex problems and challenges faced by the contemporary global executives and managers.
- CLOS5: Develop leadership skills necessary to deal with the uncertainty and changes faced by today's global marketers.
- CLOS6: Develop ability to integrate the important global societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking.
- CLOS7: Develop knowledge and skills to analyze cross-cultural variables and their impact on international marketing.
- CLOS8: Discover sources of information for researching and evaluating international markets.
- CLOS9: Communicate effectively about marketing issues in group discussions, oral presentations and written reports.
- CLOS10: Work effectively as a team member in analyzing marketing issues.

IV. ALIGNMENT OF PROGRAM AND COURSE OUTCOMES

Program Learning Outcome	Course Learning Outcome (CLOs)
1. Acquisition and internalization of knowledge of major business disciplines	CLOS1, CLOS2, CLOS3, CLOS6
2. Application and integration of knowledge	CLOS4, CLOS5, CLOS6
3. Inculcating professionalism and leadership	CLOS1, CLOS2, CLOS3, CLOS4, CLOS5, CLOS7, CLOS8
4. Developing global outlook	CLOS1, CLOS2, CLOS3, CLOS4, CLOS5, CLOS6, CLOS7
5. Mastering communication skills	CLOS9, CLOS10

V. TEACHING AND LEARNING ACTIVITIES

TLA1. Lectures:

Instructor will give lectures on major concepts and issues, include up-to-date business news and cases, and show video clips to help students better understand the international business issues.

TLA2. Case Discussions

Students will be asked to actively participate in all class discussions and share recent company news with other students

TLA3. Homework

Homework will be designed to develop students' ability to summarize major issues, apply the concepts, evaluate and provide reasonable solutions in a business situation.

TLA4. Consultation

Instructor holds weekly consultation hours to address students' questions. Students are also encouraged to discuss questions among themselves, and/or with the instructor by means such as email.

VI. ASSESSMENT

Assessment:

Item	%
A1. Exam I	20%
A2. Exam II	30%
A3. Group Projects	40%
A4. Class Participation	10%
Total	100%

A1, A2. Exams (50%):

There will be two exams during the semester, worth 20% and 30% of your final grade respectively. Both exams will be a combination of multiple choice and case/essay questions, covering information from texts as well as lectures. Therefore, keeping up with the reading of texts and attending class is strongly recommended.

A3. Group Project (40%):

In this course, you will be required to complete a group project in order to gain hands-on experience in the development of international marketing strategies. Groups of 6~8 will be formed to work on the project. Each group is required to develop a Country Notebook for a designated company. Please select a specific product/brand and assume you are the CEO of the company marketing the product; and select a country your company will market the product to one of the following candidates: China, India, South Korea, Japan, Saudi Arabia, Indonesia, Canada, Brazil, Mexico, France, Germany, U.K., Russia, Egypt or South Africa. A country can only be chosen by one group on a first come first serve basis.

The overall project consists of two major written papers and two oral presentations:

- The first paper (GP1) and presentation (15%) will focus on the macro-environmental issues (i.e., Cultural Analysis & Economic Analysis). The presentation time is based on the country you selected, as specified in the course schedule. GP1 is due right before your presentation.
- The second paper (GP2) and presentation (25%) will focus on the marketing plan (Market Audit and Competitive Analysis & Preliminary Marketing Plan). The presentation is scheduled at the end of the semester and GP2 is due right before your presentation.
- GP1 presentation will be 12-minute followed by a 3-minute question-and-answer session.
- GP2 presentation will be 20-minute followed by a 5-minute question-and-answer session. The instructor and all your classmates other than your group members will evaluate your presentation. The combined evaluation will be your grade for the presentation.
- Please hand in both soft and hard copies of your project report.

At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form will be handed out by the end of the semester. *In case of poor participation, your group project grade is subject to discount in proportion to your percentage-based peer evaluation score.*

A4. Class Participation and In-Class Quiz and Assignments (10%)

Attendance is a necessary condition for class participation. There is a minimum requirement of 70% attendance to pass any marketing classes. In case of absence, you need to seek my approval before class. Unreported absence will be penalized.

Unannounced in-class quizzes will be given during the course of the semester. Missed in-class quizzes due to illegitimate absence are not allowed for make-ups. Only under extenuating circumstances, such as medically documented sickness, and participation in a University-sponsored activity, will absences and missed quizzes be excused.

Assignments will be given during the course of the semester and must be submitted on the due day. Late submission will be downgraded 10% every business day.

Most classes are accompanied with small cases discussion. You are expected to actively participate in the class discussion. I may also randomly call on students during the semester. Your contribution to the discussion will significantly influence your class participation grade. Your participation grade will be based on class attendance (**on time**), the quality/frequency of your comments, and your answers to the questions. Class participation will be graded based on the subjective assessment of the instructor.

Relationship Among Course Learning Outcome, Teaching and Learning Activities and Assessment:

Program Learning Outcome	Teaching and Learning Activity (TLA)	Assessment
1. Acquisition and internalization of knowledge of major business disciplines	TLA1, 2, 3, 4	A1, 2, 3
2. Application and integration of knowledge	TLA1, 2, 3, 4	A1, 2, 3
3. Inculcating professionalism and leadership	TLA1, 2, 3, 4	A1, 2, 3
4. Developing global outlook	TLA1, 2, 3, 4	A1, 2, 3
5. Mastering communication skills	TLA1, 2, 3, 4	A1, 2, 3

VII. STANDARDS OF ASSESSMENT

Project is graded using the following criteria:

Grade	Performance
A+, A, A-	<p>Report: Provide detailed documentation of all facts, effectively defense all reasoning and proposals, make accurate analyses to all problems and issues, and give insightful responses to all questions. Free from flawed reasoning, inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for all parts of writing.</p> <p>Presentation: Organize and present appropriately, clearly and proficiently for all major points, make all slides professional and readable, deliver effectively all contents, and finish presentation on time.</p>
B+, B, B-	<p>Report: Provide detailed documentation of most facts, effectively defense the majority of reasoning and most proposals, make accurate analyses to most problems and issues, and give insightful responses to most questions. Have a little flawed reasoning, a few inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for most parts of the report.</p> <p>Presentation:</p>

	Organize and present appropriately, clearly and proficiently for most major points, make most slides professional and readable, deliver effectively most contents, and finish presentation on time.
C+, C, C-	<p>Report: Provide detailed documentation of some facts, effectively defense part of reasoning and some proposals, make accurate analyses to some problems and issues, and give insightful responses to some questions. Have flawed reasoning, some inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for part of the report.</p> <p>Presentation: Organize and present appropriately, clearly and proficiently for some major points, make some slides professional and readable, deliver effectively some contents, and barely finish presentation on time.</p>
D+, D	<p>Report: Provide detailed documentation of a few facts, effectively defense a minor part of reasoning and a few proposals, make accurate analyses to a few problems and issues, and give insightful responses to a few questions. Have considerable amount of flawed reasoning, many inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).</p> <p>Presentation: Organize and present appropriately, clearly and proficiently for a few major points, make a few slides professional and readable, deliver effectively a few contents, and fail to finish presentation on time.</p>
F	<p>Report: Fail to provide detailed documentation of facts, effectively defense reasoning or proposals, make accurate analyses to problems and issues, and give insightful responses to questions. Have seriously flawed reasoning, numerous inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).</p> <p>Presentation: Fail to organize and present appropriately, clearly and proficiently for major points, make slides professional and readable, deliver effectively contents, and finish presentation on time.</p>

VIII. ACADEMIC AND CLASS CONDUCT

Professionalism:

You are expected to exhibit the *highest* level of professionalism and courtesy in and out of class. Minimum behavioral expectations include:

- Turn off cell phones, beepers, and pagers while in class
- Refrain from using laptops or any other electronic devices which may be distracting
- Arrive punctually to class (if you have to be late in arrival or to depart early, please find a seat close to the door in a non-disruptive manner)

Plagiarism, cheating, and other misconducts:

Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source. See also <http://www.hku.hk/plagiarism/>

IX. COURSE SCHEDULE

(Tuesday 9:30 – 11:25; Thursday 9:30 – 10:25)

Week	Date	Topic	Readings	Project & Presentation
1	T (Jan 17)	Class Organization	Ch 1	
	TH (Jan 19)	Global Economic Environment	Ch 2, 3, 5	
2	T (Jan 24)	Chinese New Year, No Class		
	TH (Jan 26)	Chinese New Year, No Class		
3	T (Jan 31)	Socio-Cultural Environment	Ch 4	
	TH (Feb 02)	Global Market Research	Ch 6	
4	T (Feb 07)	Importing, Exporting, and Sourcing	Ch 8	
	TH (Feb 09)	Global Market Entry Strategies	Ch 9	
5	T (Feb 14)	Global STP I	Ch 7	
	TH (Feb 16)	Global STP II	Ch 7	
6	T (Feb 21)	Global Distribution Decisions	Ch 12	
	TH (Feb 23)	Group Presentation		GP1: Country Focus
7	T (Feb 28)	Group Presentation		GP1: Country Focus
	TH (Mar 01)	Exam I		
8	T (Mar 06)	Reading Week, no class		
	TH (Mar 08)	Reading Week, no class		
9	T (Mar 13)	Global Brand & Product Decisions I	Ch 10	
	TH (Mar 15)	Global Brand & Product Decisions II	Ch 10	
10	T (Mar 20)	Global Pricing Decisions I	Ch 11	
	TH (Mar 22)	Global Pricing Decisions II	Ch 11	
11	T (Mar 27)	Global Communication Decisions I	Ch 13	
	TH (Mar 29)	Global Communication Decisions II	Ch 13	
12	T (Apr 3)	Global Communication Decisions I	Ch 14	
	TH (Apr 5)	Global Communication Decisions II	Ch 14	
13	T (Apr 10)	New Trend in Global Marketing I		
	TH (Apr 12)	New Trend in Global Marketing II		
14	T (Apr 17)	Group Presentation		GP2: Marketing Plan
	TH (Apr 19)	Group Presentation		GP2: Marketing Plan
15	T (Apr 24)	Group Presentation		GP2: Marketing Plan
	TH (Apr 26)	Exam II		

P.S. The information contained in this syllabus is subject to change and any changes made to this syllabus will be announced in class.