

**COURSE INFORMATION**

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| <b>Instructor:</b> Mary Swaffield                                      | <b>Term:</b> Winter 2011  |
| <b>Office:</b> Swing 205   | <b>Office hours:</b> Tues 12:30–1:30pm<br>(or by appt)  |
| <b>Phone:</b> (604) 222-0621<br>home office                            | <b>Class Schedule:</b><br>201: T/Th 9:30am-10:50am, Swing 407<br>202: T/Th 11:00am-12:20pm, Swing 407 |
| <b>Email:</b> <a href="mailto:swaffield@shaw.ca">swaffield@shaw.ca</a> | <b>Course Website in vista:</b><br><a href="http://www.vista.ubc.ca">www.vista.ubc.ca</a>             |

**COURSE DESCRIPTION & OBJECTIVES**

This course provides a practical overview of the key elements of international marketing and issues businesses face when entering and operating in foreign markets. The course is designed to provide students with an opportunity to synthesize and apply existing marketing knowledge. Lectures will be augmented with readings, videos, cases and practical assignments to highlight the key topic areas. A high level of class participation is expected to ensure maximum learning and sharing of experience. A major group project will involve developing a marketing strategy for a business expanding into an international market.

**Specific course objectives include:**

- To gain an understanding of the external issues affecting international marketing activities including the economic, social/cultural and political/legal environments.
- To be able to identify and assess global marketing opportunities in the international marketplace.
- To gain experience in developing international marketing strategies.
- To understand the process of implementing global marketing strategies and adapting marketing activities to specific market needs.

**Summary of Course Content:**
**Part I: Overview and the External Environment**

- The Global Economic Environment
- Social / Cultural Environment
- Political, Legal and Regulatory Environment

**Part II: Assessing Opportunities**

- Global Marketing Research
- Segmentation, Targeting and Positioning

**Part III: International Marketing Strategy**

- Global Entry Strategies
- Product Strategy
- Pricing Strategy
- Distribution Strategy
- Advertising Strategy and IMC

**COURSE MATERIALS & REQUIREMENTS**

**REQUIRED: Course Package -**

Selected cases/articles for class discussion and the Individual Case Assignment. Available through Duplication Services.

**OPTIONAL: Textbook -**

**Global Marketing**, 5th Edition, Warren J. Keegan, Prentice Hall Canada Inc., 2008.

**ASSESSMENT**

The course grade will be determined as follows:

|                          |     |
|--------------------------|-----|
| Class Participation      | 15% |
| Midterm                  | 35% |
| Individual Assignment    | 15% |
| Group In-Class Exercises | 5%  |
| Group Project            | 30% |

**COURSE REQUIREMENTS**

**Class Participation: (15%)**

- Attend classes prepared and on time. Read materials, be prepared for discussion, participate in class exercises, and contribute to group work.
- The instructor will evaluate your in-class participation, and your team mates will evaluate your contribution to group work throughout the term. Each student will submit a confidential peer evaluation form at end of term (see attached).
- Guideline for participation:

|       |   |
|-------|---|
| 0-5   | Attends class but does not actively participate, below average group participation  |
| 6-10  | Participates with basic information in some classes, acceptable group participation |
| 11-15 | Consistently engages in class discussions, contributes actively to group work       |

**Mid Term: (35%)**

- One exam Wed Mar 2nd, 7:00-9:00pm. Location tbc. This will replace 2 regular scheduled classes.
- Content based on lectures, readings and cases

**Individual Assignment: (15%)**

Case: Colgate Max Fresh: Global brand Roll-Out

- Answer a series of questions.
- Maximum 5 pages, typed, double-spaced, plus a cover page and appendices
- Content, clarity and grammar will be considered.
- Due Mar 17<sup>th</sup> at the beginning of class.
- Both a hard and soft copy must be submitted.

**Group In-Class Exercises: (5%)**

- 2 exercises will be discussed and completed in assigned project groups during class time. Scheduled for Feb 3<sup>rd</sup> and Mar 10<sup>th</sup>.

**Group Project: International Market Entry Project (30%)**

- The class will be divided into groups of 5-6 students. Each group will act as a hypothetical company in Canada and develop an international market entry strategy for a product and country of their choice (excl. US).
- The analysis and marketing plan will be summarized in a written report (20%) and presented in a class presentation (10%).
- Project deliverables:
  - Work Plan – a one-page summary with the project topic, work allocation plan among group members, and key resources/websites that will be used for the project is due Feb 8<sup>th</sup>.
  - Written Report should be typed, double-spaced and no longer than 20 pages (excl. cover, executive summary, appendices and bibliography).
  - Presentations will take place the final 3 classes, and the final written report is due in the final class on Apr 7<sup>th</sup>.
- See “Assignment Outline for Group Project” for more details.

**OPERATIONAL DETAILS****Late Assignments:**

- Late assignments will not be accepted. A mark of 0 will be assigned.

**Cheating/Plagiarism:**

- All forms of cheating, including plagiarism, are serious offences. Refer to <http://www.vpacademic.ubc.ca/integrity/index.htm> for the University’s policies and regulations on plagiarism. The instructor has the right to assign a grade of “0” on the examination or assignments. Take care to properly reference all material sources, especially Internet based research.
- All written work will be submitted to turnitin.com’s plagiarism prevention system.

There is **no final exam** in this course.

SCHEDULE

| Course Schedule – Comm 469 |       |   | 04-Jan-2011  |
|----------------------------|-------|---|--|
| Session                    | Date  | Topic   | Readings/Assignments   |
| 1                          | Jan 4 | Course Introduction (L)                                 |  |
| 2                          | 6     | The Scope and Challenge of International Marketing (L)  | After Early Errors, Wal-Mart Thinks Locally to Act Globally (pkg)<br>“Globalization of NA Business”, pg 12-19 (pkg)<br>McKinsey Quarterly: “Global Forces: An Introduction” (Vista)  |
| 3                          | 11    | <b>Case: Euro Disney in Trouble*</b>                    | Read case (Vista)  |
| 4                          | 13    | Global Economic Environment (L)                         | “The Economic Environment” pg 199-205, 207-211 (pkg)<br>“Strategic Implications for Marketing”, pg 225-226 (pkg)<br>“Battling for the Middle in Emerging Markets”<br><a href="http://www.businessweek.com/globalbiz/content/oct2007/gb2007102_052720.htm">http://www.businessweek.com/globalbiz/content/oct2007/gb2007102_052720.htm</a> |
| 5                          | 18    | <b>Case: Ben &amp; Jerry’s Japan</b>                    | Read case (pkg)<br><b>Groups will be assigned</b>  |
| 6                          | 20    | Social/Cultural Environment (L)                         | “Social & Cultural Environments” pg 110-112 (pkg)<br>Article: “The iconic Oreo squares off...” (pkg)<br>McKinsey Quarterly: “The New Japanese Consumer” (Vista)<br>Mini Case: Barbie – Growing Pains as the American Girl Goes Global (pkg)  |
| 7                          | 25    | Political, Legal and Regulatory Environment (L)         | “The Political/Legal Environment” pg 186-196 (pkg)<br>Article: “Bike makers eye surtax for smooth ride” (pkg)  |
| 8                          | 27    | Group Work Session – no class                           | <b>Product/Country Selection for Project</b>   |
| 9                          | Feb 1 | International Marketing Research (L)                    | “International Marketing Research: a global project management perspective” pg 113-122 (pkg)<br><b>Bring Laptop to class</b>   |
| 10                         | 3     | <b>In-class Exercise #1 - Market Selection Exercise</b> | <a href="http://www.yvesveggie.ca/">http://www.yvesveggie.ca/</a><br><a href="http://www.monarchindustries.com/">http://www.monarchindustries.com/</a><br><b>Bring 1 laptop per group</b>  |
| 11                         | 8     | Market Segmentation, Targeting and Positioning (L)      | “Market Segmentation, Targeting and Positioning”, pg 220-224; 244-247 (pkg)<br><a href="http://www.whistlerblackcomb.com">http://www.whistlerblackcomb.com</a><br><b>Group Project – “Work Plan” Due</b>   |

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|-------|-------|---|--|
| 12    | 10    | <b>Guest Speaker – Canadian Tourism Commission</b>                                      |  |
|       |       | Reading Week – Feb 14-18th  |  |
| 13    | 22    | Global Entry Strategies (L)   | “Factors Influencing Choice of Entry”, pg 297-302 (pkg)<br>Lululemon article (Vista)   |
| 14    | 24    | <b>Case: Cameron Auto Parts*</b>  | Read case (Vista)  |
| 15    | Mar 1 | Product Strategy (L)  | “Extend, Adapt, Create: Strategic Alternatives in Global Marketing”, pg 345-351 (pkg)<br>McKinsey Quarterly: “ <i>Capturing the World’s Emerging Middle Class</i> ” (Vista)<br>“ <i>What it Really Takes to Win Globally</i> ”, Advertising Age (Vista)                              |
| 16,17 | 2     | <b>Mid Term Exam –</b><br>(no classes on Mar 3 <sup>rd</sup> and Apr 29 <sup>th</sup> ) | 7:00pm – location tbc  |
| 18    | 8     | Pricing Strategy (L)  | “Basic Pricing Concepts”, pg 363-368 (pkg)<br>“Environmental Influences on Pricing”, pg 373-380 (pkg)<br>(Bring calculator to class)   |
| 19    | 10    | <b>In-class Exercise #2</b><br><b>Case: Riva International</b> (pkg)                    | Read case (pkg)  |
| 20    | 15    | Distribution Strategy (L)   | “Why Wal-Mart’s First India Store Isn’t a Wal-Mart”, Time Magazine<br><a href="http://www.time.com/time/world/article/0,8599,1898823,00.html">http://www.time.com/time/world/article/0,8599,1898823,00.html</a><br>“500 million Sticks of Doublemint today, billions tomorrow” (pkg) |
| 21    | 17    | <b>Case: Colgate Max Fresh</b>  | <b>Individual Case Assignment due at beginning of class</b>  |
| 22    | 22    | IMC and Advertising Strategy (L)  | “ <i>Global Advertising isn’t Always the Best Strategy</i> ”<br><a href="http://www.strategymag.com/articles/magazine/20020422/global.html">http://www.strategymag.com/articles/magazine/20020422/global.html</a>  |
| 23    | 24    | Group Work Session  |  |
|       | 29    | Class cancelled   |  |
| 24    | 31    | Project Presentations   |  |
| 25    | Apr 5 | Project Presentations   |  |
| 26    | 7     | Project Presentations   | Group Written Report due   |

