



**Boston University** International Programs  
London

**Boston University British Programmes**  
**International Marketing**  
**SMG MK 467 (Elective B)**  
**Spring 2011**

**Instructor Information**

A. Name	Dr. Michael Heller
B. Day and Time	Fridays, 9am-1pm; plus last session on Tuesday 19 April, double session, 9am-1pm and 2-6pm
C. Location	Prince Consort room, 43 Harrington Gardens, SW7 4JU
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E. Mobile Telephone	07912 677 285
F. Email	[REDACTED]
G. Webpage	<a href="http://www.bu-london.co.uk/academic/mk467">http://www.bu-london.co.uk/academic/mk467</a>
H. Office hours	By appointment

**Course Objectives**

This module aims to develop a critical understanding of the process, aims and challenges of marketing in an international environment. It will teach how international marketing differs from traditional, domestic marketing while emphasising that the two disciplines are underpinned by the same principles. During the semester you will learn how key environmental forces in international markets provide both constraints and opportunities to companies operating overseas. The module will also demonstrate the influence of international competition, market segmentation and strategy decisions specific to international marketing. Specifically the course aims to:

- Provide an understanding of the practice, strategies and goals of international marketing
- Demonstrate how international markets are different from domestic markets and provide an analysis of how international marketing environments can be understood and negotiated
- Analyse the impact of cultural, social, political and economic factors on marketing strategies
- Determine when to use different product-market entry and penetration strategies
- Discuss how and when the integrated marketing mix should be utilised in various international markets
- Provide an overview and discussion of academic marketing literature on the subject which will be applied to specific international case studies

**Course Structure**

The course will run for nine weeks and will consist of weekly classes in the first four weeks of three hours and in the remaining four of five hours. Each class will consist of lectures, seminar discussions, student presentations, and case-study work. Students presentations will usually last 15 minutes, will be done in groups and done on power-point. Students are expected to come to class fully prepared and to take an active part in class activities. Students are also expected to read the relevant literature for each week.

## **Course Assessment**

The assessment for the course will be broken down as follows:

- End of Semester Essay: 30%
- 3 x Written Case Studies: 30%
- Class Contribution: 20%
- Exam: 20%

### **End of Term Essay**

Students are to write a 2,500-3,000-word essay on one of the two questions:

1. Why is knowledge of a country's marketing environment fundamental to an international marketer and to the successful marketing of products and services?
2. Give an overview of the standardisation vs. adaptation debate and discuss its relevancy and importance to contemporary international marketing practice.

In both essays students are expected to outline academic literature and arguments on the subject, demonstrate and apply theoretical models, illustrate arguments and analysis with examples, reference and provide a full bibliography. **Deadline: Monday 18 April.**

### **Grading Criteria**

<b>Coherency and Structure</b>	<b>15%</b>
<b>Depth of Analysis</b>	<b>20%</b>
<b>Use of Theory and Models</b>	<b>20%</b>
<b>Demonstrative Examples</b>	<b>20%</b>
<b>Depth of Reading and Research</b>	<b>15%</b>
<b>Quality of Academic English and Referencing</b>	<b>10%</b>

### **Case Studies**

During the semesters you will be required to select, write-up, and submit 3 of the many cases that will be discussed in class. The first two case studies should be submitted in week four and the third should be submitted in week 8.

Each case study should be two to three pages long, typed and double-spaced. They should provide analysis, material from class and readings, and utilise theory. Each study should include a brief recap of the case facts. All arguments should firmly relate to the case study.

### **Class Contribution**

Students will be graded on how well prepared they are for class and how actively they contribute to discussions, particularly during case study activities. Students will also be placed in groups (relating to their final presentation) which will give case study based presentations over the course. Quality of this presentation will be factored into their overall seminar performance grade.

### **The Examination**

The exam will be held on the final lesson and will consist of eight short style essay questions of which students will be asked to answer four. The questions will relate to topics taught in class and found in the textbook. The exam will be two hours in duration.

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSP11.pdf>

## **Readings**

The textbook for the course is Pervez Ghauri and Philip Cateora, *International Marketing: European Edition*. 3rd Edition, McGraw Hill, 2010. The course will follow large parts of the text and it is essential for students to purchase the book which can be obtained from the University. Students are also encouraged to read other academic texts relating to international marketing, business and the international affairs including academic articles which will be made available in the library. Regular reading of newspapers and journals such as *The Economist* is strongly recommended.

Additional readings may be posted on the course webpage:

<http://www.bu-london.co.uk/academic/mk467> (you must be logged in to view materials).

<b>Session</b>	<b>Lecture/Theme</b>	<b>Book Chapter</b>
<b>1: Introduction</b>	<ul style="list-style-type: none"> <li>• Introduction to Course</li> <li>• Drivers of Globalisation</li> <li>• The Scope and Challenge of International Marketing</li> </ul>	Chapter 1.
<b>2: International Business</b>	<ul style="list-style-type: none"> <li>• Trade Areas and Market Groups</li> <li>• Geography &amp; Culture</li> </ul>	Chapter 9 Chapters 3 & 4
<b>3: The International Marketing Environment</b>	<ul style="list-style-type: none"> <li>• Business Practice</li> <li>• Political and Legal Environments</li> </ul>	Chapters 5 & 6
<b>4: International Strategy</b>	<ul style="list-style-type: none"> <li>• International Marketing Strategy</li> <li>• Field Trip (<i>details to follow</i>)</li> </ul>	Chapters 10
<b>5: Market Entry &amp; Products</b>	<ul style="list-style-type: none"> <li>• Entering Overseas Markets</li> <li>• Marketing Consumer and Industrial Products</li> </ul>	Chapters 11 & 15
<b>6: Distribution and Guest Speaker</b>	<ul style="list-style-type: none"> <li>• The International Distribution System</li> <li>• Guest Speaker</li> </ul>	Chapter 17
<b>7: Pricing &amp; Advertising</b>	<ul style="list-style-type: none"> <li>• Pricing in International Markets</li> <li>• International Advertising and Promotion</li> </ul>	Chapters 18 & 19
<b>8: International Branding and Ethics</b>	<ul style="list-style-type: none"> <li>• Brand Management in International Markets</li> <li>• Ethics and Social Responsibility in International Markets</li> </ul>	Chapters 12 & 14
<b>9: Research &amp; Revision</b>	<ul style="list-style-type: none"> <li>• Researching International Markets</li> <li>• Revision</li> </ul>	Chapter 7
<b>10: Exam</b>	<ul style="list-style-type: none"> <li>• End of Semester Examination</li> </ul>	

## **Course Chronology**

Session One – Friday 25<sup>th</sup> February, 9am-1pm

Session Two – Friday 4<sup>th</sup> March, 9am-1pm

Session Three – Friday 11<sup>th</sup> March, 9am-1pm

Session Four – Friday 18<sup>th</sup> March, 9am-1pm

Session Five – Friday 25<sup>th</sup> March, 9am-1pm

Session Six – Friday 1<sup>st</sup> April, 9am-1pm

**No class – Friday 8<sup>th</sup> April (see double session on Tuesday 19<sup>th</sup> April)**

Session Seven – Friday 15<sup>th</sup> April, 9am-1pm

Session Eight – Tuesday 19<sup>th</sup> April, 9am-1pm

Session Nine – Tuesday 19<sup>th</sup> April, 2-6pm

**Final Exam: Thursday 21<sup>st</sup> April.** Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

\* **Contingency Class Date: Wednesday 20 April.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

## **Sessions and Activities**

### **Session 1**

#### **Group Discussion**

Case Study: Starbucks: Going Global Fast

### **Session 2**

#### **Group Discussion**

Case Study: Motorola in China

### **Session 3**

#### **Group Presentation A**

Case Study 4.1: Wal-Mart's German Misadventure

### **Session 4**

No case study.

Trip (details to follow).

## **Session 5**

### **Group Presentation B**

Case Study 3.2: Adidas: The Marketing Policy for the European Market

## **Session 6**

### **Group Presentation C**

Case Study: Kellogg's Indian Experience (to be distributed)

## **Session 7**

### **Group Presentation D**

Case Study 5.2: Apple Inc.'s iPhone: Can iPhone Maintain its Initial Momentum

## **Session 8**

### **Group Discussion**

Case Study: Nestle Baby Killers (To be distributed)