

course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence**

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will require a meeting with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

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: 9.00am, Monday 22 April.**

Grading Criteria

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

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.

Grading

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism: <http://www.bu.edu/london/students>

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: <https://lms.bu.edu> (you must be logged in to view materials).

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

Course Chronology

Session One – Monday 25th February, 9am-1pm

Session Two – Monday 4th March, 9am-1pm

Session Three – Monday 11th March, 9am-1pm

Session Four – Monday 18th March, 9am-1pm

Session Five – Monday 25th March, 9am-1pm

Monday 1st April - No class (Easter Monday)

Session Six – Monday 8th April, 9am-1pm

Session Seven – Monday 15th April, 9am-1pm

Session Eight – Tuesday 16th April, 9am-1pm

Session Nine – Monday 22nd April, 9am-1pm

Final Exam: Thursday 25th 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 24th 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)