



Boston University Study Abroad
London

Boston University Study Abroad London
International Marketing
SMG MK 467 (*Elective B*)

Spring 2016

Instructor Information

A. Name	Mr Paul Weeks
B. Day and Time	Mondays, 9am - 1.00pm (plus Tuesday 12 th April)
C. Location	Harrington (Prince Consort) 43 Harrington Gardens, SW7 4JU
D. Office Telephone	020 7882 2690
E. Email	paulmw@bu.edu
F. 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 of four hours. Each class will consist of lectures, seminar discussions, student presentations, and case-study work. Students presentations will usually last 15 minutes and delivered on power-point slides. 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. The student of international marketing should approach an understanding of culture from the viewpoint of the anthropologist. Discuss this comment from Ghauri and Cateora using examples of the elements of culture that an anthropologist studies.
2. Ghauri and Cataora state that the analysis of international marketing in emerging markets is imperative in today's business environment. Using examples discuss how emerging markets are analysed by marketing organisations and why this is important in today's business environment.

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: Thursday 14th 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. You should use a simple question answer format - directly answering the questions set in class. You should provide analysis, material from class and readings, and utilise theory. 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 in the final week 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 and policies on plagiarism:

<http://www.bu.edu/london/current-semester>

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

Attendance Policy

Classes

All Boston University London Programme students are expected to attend each and every class session, seminar, and field trip in order to fulfill the required course contact hours and receive 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. This may result in the student having to take a medical leave of absence from the programme or withdraw from 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 more than one day. In this situation 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 (first day of sickness): If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student's lecturer).
- Illness (multiple days): If a student is missing more than one class day due to illness, the student must call into to the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and sick note from a local doctor excusing their absence from class.
- 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 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 be required to meet with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Readings

The textbook for the course is Pervez Ghauri and Philip Cateora, *International Marketing: European Edition*. 4th Edition, McGraw Hill, 2014. 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 *Marketing Week & The Economist* is strongly recommended.

Additional readings may be posted on the course webpage: Additional reading may be found on Blackboard: learn.bu.edu

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
2: The International Marketing Environment	<ul style="list-style-type: none"> • Geography & Culture • Business Practice • Political and Legal Environments 	Chapters 3, 4 & 5
3: Assessing International Market Opportunities	<ul style="list-style-type: none"> • Researching International Markets • Emerging markets • Market Groups 	Chapters 6, 7 & 8
4: International Marketing Strategy	<ul style="list-style-type: none"> • Guest Speaker (tbc) • Market Entry Strategies • Relationships in International Marketing • Segmentation, Targeting & Positioning 	Chapters 9,10,11 & 20
5: The Marketing Mix – Product & Pricing Decisions	<ul style="list-style-type: none"> • Product decisions for International Markets • Pricing for International Markets 	Chapters 15 &18
6: The Marketing Mix – Distribution & promotion	<ul style="list-style-type: none"> • Guest Speaker (tbc) • Pricing in International Markets • International Advertising and Promotion 	Chapters 13, 17 & 19
7: Field Trip - Harrods	<ul style="list-style-type: none"> • Marketing Industrial Products & Business Services 	Chapter 16
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: Revision	<ul style="list-style-type: none"> • Revision 	Review of course slides
10: Exam	<ul style="list-style-type: none"> • End of Semester Examination 	

Course Chronology

Session One –	Monday 22nd February, 9am-1pm
Session Two –	Monday 29th February, 9am-1pm
Session Three –	Monday 7th March, 9am-1pm
Session Four –	Monday 14th March, 9am-1pm
Session Five –	Monday 21st March, 9am-1pm
Session Six –	Monday 4th April, 9am-1pm
Session Seven –	Monday 11th April, 9am-1pm
Session Eight –	Tuesday 12th April, 9am-1pm
Session Nine –	Monday 18th April, 9am-1pm

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

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

Sessions and Activities

Session 1

Group Discussion

Case Study: 1.2: Starbucks: Going Global Fast

Session 2

Group Discussion

Case Study 1.3: Walmart in Africa

Session 3

Group Presentation A

Case Study 4.3: Ikea entering Russia

Session 4

Group Presentation B

Case Study 2.1: Abercrombie & Fitch: Expanding into the European Market

Session 5

Group Presentation C

Case Study 5.4: L'Oreal – Building a Global Cosmetic Brand

Session 6

Group Presentation D

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

Session 7

No case study.

Trip (details to follow).

Session 8

Group Discussion

Case Study 5.3: Ugg Boots: Australian Generic Product to Global Luxury Brand