



Boston University Study Abroad
London

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

Spring 2018

Instructor Information

A. Name	Mr Paul Weeks
B. Day and Time	Mondays, 1.15pm - 5.15pm
C. Location	
D. Office Telephone	
E. Email	
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 be 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 Term Marketing Plan: 30%
- 2 x write ups and presentations: 30%
- Class Contribution: 20%
- Exam: 20%

End of Term Marketing Plan

Students are to write a 2,500-3,000-word marketing plan for a case study they will work on throughout the module. The student is expected to demonstrate analysis of the company and market and apply theoretical models, apply arguments and analysis into the marketing plan for the product entering the market successfully, reference and provide a full bibliography.

Deadline: To be submitted electronically to BU Learn by 1.00pm on Thursday 26th April 2018.

Grading Criteria

Coherency and Structure	15%
Depth of Analysis	20%
Use of Theory and Models	20%
Demonstrative suitability of the marketing plan for the company and country	20%
Depth of Reading and Research	15%
Quality of Academic English and Referencing	10%

Assessment

The assessment for this module will consist of a case study on a company entering a new market and a written examination. The details are provided below.

Case study on a company entering a new market

Working in teams of three, four or five you are required to undertake the following tasks:

1. Identify a small or medium size (SME) American company that is either not involved in, or not very active in, international marketing. (The maximum permitted amount of international activity of the company you choose has to be less than ten percent (10%) of the total sales for the company).
2. Choose a country from the following list where the American company is not actively operating and to which you will introduce the company's product/service.

Please choose one of the following countries for the case study assessment:

Argentina, Indonesia, Mexico, Saudi Arabia, South Africa, South Korea, Turkey.

3. Give a 15-minute group presentation to the rest of the class on Monday 5th March 2018 in which you provide details of your chosen company and country.

4. Submit electronically to [Bu learn](#) by 1.00pm on Monday 12th March 2018 an individual report of two/three pages, typed and double-spaced in which you outline and justify the reasons for selecting the company and the country.
5. Undertake a marketing audit of the company and an analysis of the country identifying the political, economic, social and technological trends as well as the competitors, customers and distributors for the product/service operating in the chosen country.
6. Give a 15-minute group presentation to the rest of the class on Monday 19th March 2018 in which you present your marketing audit of the company and the analysis of the country (see pages 441 – 444 in Ghauri and Cateora for some of the areas that should be included in the presentation. The audit would also have to cover the PEST and SWOT for the company)
7. Submit electronically to Bu learn by 1.00pm on Monday 26th March 2018 an individual report of two/three pages, typed and double-spaced of the results from your marketing audit of the company and analysis of the country.
8. Identify a maximum of five marketing objectives for the introduction of the company's product/service into the chosen country. Outline the market entry and on-going strategies to achieve these objectives over the short term (six months), medium term (three years) and long term (five years) for the introduction and development of the product/service in the country you have chosen. Identify the marketing mix that will be used for the first year that the company will be marketing the product/service in the country.
9. Give a 15-minute group presentation to the rest of the class on Tuesday 17th April 2018 of your marketing plan for the company to market the new product/service in your chosen country. The plan will consist of the marketing objectives, strategy (market entry and on-going over the five-year period of the plan) and tactical plan for the first year. (see pages 445 – 446 in Ghauri and Cateora for some of the areas to be included in your presentation. In addition you would have to include details of the market entry strategy and the overall strategy for the planning period).
10. Submit electronically to BU Learn by 1.00pm on Thursday 26th April 2017 an individual report of 2,500-3,000-words, typed and double-spaced that outlines your marketing plan for the company to market the new product/service in your chosen country. The plan will consist of the marketing objectives, strategy (market entry and on-going over the five-year period of the plan) and tactical plan for the first year.

The write ups of the case study above should provide analysis 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 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

Grading of your work will be based on the following criteria

Grade	Honour point	Usual %	Criteria
A	4.0	93-100	This exceptional grade is assigned only to work that has persistently outstanding quality in both substance and presentation. The student must demonstrate a sustained capacity for independent thought and extensive study, producing rigorous and convincing analyses in well-ordered prose.
A-	3.7	89-92	Awarded to work that is clearly focused and analytical, and based on wide reading. The student must cover all the principal points of a question and systematically develop a persuasive overall thesis, allowing for one or two venial omissions or inapt expressions.
B+	3.3	85-88	The student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues.
B	3.0	81-84	The student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The presentation of the material was weak and there were some mistakes in punctuation, spelling and grammar.
B-	2.7	77-80	The student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The mark reflects the poor presentation of the material, mistakes in punctuation, spelling and grammar.
C+	2.3	73-76	Work is satisfactory, but uninspiring. The work is simply a recitation of the class materials or discussions, and shows no sign of genuine intellectual engagement

			with the issues, The essay fails to provide a clear answer to the question as set, or argue a position coherently. The presentation of the work is satisfactory.
C	2.0	69-72	Work is satisfactory, but uninspiring. the work must demonstrate that the student is familiar with the primary course material, be written well enough to be readily understood, be relevant to the assignment, and, of course, be the student's own work except where properly cited. The presentation of the work is acceptable.
C-	1.7	65-68	Work is satisfactory, but uninspiring. The work is poorly presented, and riddled with errors in grammar, spelling and punctuation.
D	1.0	60-64	Some but not all the elements of the course have been completed satisfactorily.
F	0.0	Unmarked	The work is seriously flawed in one or more ways: ☒☒ Obvious lack of familiarity with the material ☒☒ So poorly written as to defy understanding ☒☒ So brief and insubstantial that it fails to properly address the subject ☒☒ Material presented is not relevant to the assignment ☒☒ Demonstrates evidence of plagiarism

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 POLICIES

Important note for students on the Internship Programme:

The rules governing Internship Programme students' UK visas are strict and require, as a condition of the student's presence in the United Kingdom, that the student participates fully in all classes and in the placement. If a student does not attend classes or his/her placement as required the student will be considered to be in breach of the visa and can be deported. As the sponsor of our students' visas, Boston University has the legal obligation to ensure that each student complies with visa requirements.

For that reason Boston University London Programmes requires full attendance in classes and placements. Any student who does not comply with this policy may be sent home from the program at the discretion of the programme directors, and will result in a forfeit of credit and program costs for part or all of the semester.

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.

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). The Authorised Absence Approval Request Form is available from:

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

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 a 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.

Religious Holidays

Boston University's Office of the University Registrar states:

'The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.'

Special Accommodations

Each student will need to contact the Office of Disability Services to request accommodations for the semester they are abroad. Students are advised by BU- ODS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-ODS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the ODS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

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 Associate Director for 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

Scheme of work

Date	Session	Lecture/Theme	Book Chapter	Seminar Activities
Monday 26 th February 2018	1: Introduction	<ul style="list-style-type: none"> • Introduction to Course • The scope and challenges of international marketing • Dynamics of international trade 	Chapter 1 & 2	Group Discussion 1.2: Starbucks: Going Global Fast
Monday 5 th March 2018	2: The International Marketing Environment	<ul style="list-style-type: none"> • Cultural considerations • International Political environment 	Chapters 3, 4 & 5	Group Discussion 1.3: Walmart in Africa Group Presentations on chosen companies and countries
Monday 12 th March 2018	3: Assessing International Market Opportunities	<ul style="list-style-type: none"> • Researching International Markets • Regional Market Groups and Marketing Implications 	Chapters 6, 7 & 8	Group Discussion Case Study 4.3: Ikea entering Russia
Monday 19 th March 2018	4: International Marketing Strategy	<ul style="list-style-type: none"> • Market Entry Strategies • Relationships in International Marketing • Segmentation, Targeting & Positioning 	Chapters 9,10,11 & 20	Group Discussion Case Study 2.1: Abercrombie & Fitch: Expanding into the European Market Group Presentations Marketing and country audits for case study company

Monday 26 th March 2018	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	Group Discussion Case Study 5.4: L’Oreal – Building a Global Cosmetic Brand
Monday 9 th April 2018	6: The Marketing Mix – Distribution & Promotion	<ul style="list-style-type: none"> • International Advertising and • Promotion 	Chapter 12 & 14	Group Discussion Case Study 5.2: Apple Inc’s iPhone: Can iPhone maintain its Initial Momentum
Monday 16 th April 2018	7: International Branding and Ethics	<ul style="list-style-type: none"> • Brand Management in International Markets • Ethics and Social Responsibility in International Markets 	Chapter 16	Group Discussion Case Study 5.3: Ugg Boots: Australian Generic Product to Global Luxury Brand
Tuesday 17 th April 2018	8: Field trip to Museum of Brands	<ul style="list-style-type: none"> • Interactive workshop on Customer Profiling 		
Tuesday 17 th April 2018	9: Marketing Industrial Products & Business Services	<ul style="list-style-type: none"> • Marketing Industrial Products & Business Services 	Chapters 13, 17 & 19	Group presentations Marketing plan for chosen company
Monday 23 rd April 2018	10: Revision	Guest Speaker: Damon Segal Revision	Review of course slides	
Thursday 26 th April 2018	Exam	<ul style="list-style-type: none"> • End of Semester Examination • Hand-in end of semester marketing plan 		

Course Chronology

Session One	–	Monday 26 th February 2018,	1.15pm – 5.15pm
Session Two	–	Monday 5 th March 2018,	1.15pm – 5.15pm
Session Three	–	Monday 12 th March 2018,	1.15pm – 5.15pm
Session Four	–	Monday 19 th March 2018,	1.15pm – 5.15pm
Session Five	–	Monday 26 th March 2018,	1.15pm – 5.15pm
Session Six	–	Monday 9 th April 2018,	1.15pm – 5.15pm
Session Seven	–	Monday 16 th April 2018,	1.15pm – 5.15pm
Session Eight	–	Tuesday 17 th April 2018,	10.00 – 12.00am
Session Nine	–	Tuesday 17 th April 2018	1.15pm – 5.15pm
Session Ten	–	Monday 23 rd April 2018,	1.15pm – 5.15pm

***Contingency Class Date: Wednesday 25th April 2018.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.*

Final Exam: Thursday 26th April 2018. Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

Appendix 1:

Marking grid for case study presentations

Students:

Marking criteria	% of overall mark	Mark achieved %	Comments
1. Presentation structure and overall affect	20%		
2. Individual presentation clarity and style	20%		
3. Content given	40%		
4. Understanding and explanation of content demonstrated in answers to the questions at the end of the presentation	20%		