

QUESTROM: MK 467 – INTERNATIONAL MARKETING MANAGEMENT

Course Outline

1. Recommended Preparation Prior coursework in ‘*Core Marketing*’ would be very helpful, not mandatory, as the course builds upon these business fundamentals. Fluency with the basic principles and skill sets developed in *Consumer Behavior* and *Market Research* are also highly recommended since the class and project consistently leverage this knowledge base.

2. Program Learning Outcomes

The prime objective of this course is to help you develop a critical appreciation of both the opportunities and challenges associated with the globalization of markets. During the semester, you will learn about the key environmental forces shaping consumer needs and preferences, the impact of foreign political and economic factors on companies, the influence of international competition, market segmentation and strategy decisions specific to international marketing.

Upon completion, you should be able to:

- Assess various foreign markets
- Analyze the impact of competitive, cultural/social, economic, environmental, industry, legal/regulatory, political, and technological, factors on international marketing strategies
- Determine when to use different market entry and penetration strategies
- Examine the different skills and systems required to implement marketing strategies across country borders

By engaging your best efforts, you will enhance your understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.

3. Course Instructor

Dr Peter McDonald is a marketing practitioner with a real passion for teaching and ‘shared learning’. He has also co-authored a number of Journal articles on sources of brand equity & brand portfolio management. Although a Board Member of the Illawarra Shoalhaven Local Health District, he still finds time to mentor founders of a marcoms agency, a training & fitness business, as well as the senior clinical manager of operating theatres in Sydney’s pre-eminent ‘comprehensive’ cancer hospital.

Peter started teaching at BU in 2007 and has taught branding/marketing/advertising subjects at Sydney University, UTS, and CSU. His business experience covers North America, Australia, NZ & Asia Pacific where he performed brand, marketing communications and advertising agency business management roles.

Companies with whom Peter has worked include: Aldi, Colgate, Commonwealth Bank of Australia, Domino’s Pizza, General Mills, Harris Farm Markets, Mars Inc., McDonald’s, Michael Hill International, PepsiCo, Procter & Gamble, 7-Eleven, Tourism Australia, and Unilever.

Early in his career, he lived, worked, travelled & studied (part-time) in North America for almost 8yrs, and ever since Peter has encouraged many of his staff and students to do likewise. For him,

the benefits of personal growth and a 'global mind-set' far outweigh any culture shock a person might initially experience. Peter has a B Com (Marketing), MBA (International Business), and PhD (Management).

4. Instructional Format, Course Pedagogy, and Approach to Learning

The teaching method for this course involves lecture/case study/workshop sessions wherein many of the key elements of International Marketing Management, related concepts, themes, tools are initially introduced.

These are then discussed, elaborated upon and further exemplified (via web/online, case study presentations, recent event reports, videos, and guest lectures) in these sessions. Beyond pre-arranged team consultation/ work sessions, we will use any available session time to progress the major team project.

5. Course Components Weighting & Assessment

➤ Class Participation (individual)	10%
➤ Major Project Document/s (team)	30%
➤ Case Analysis Report (team)	20%
➤ Recent Events Report (individual)	15%
➤ Final Examination (individual)	25%
➤ <u>Total</u>	<u>100%</u>

a) Class Contribution/Participation (10%)

Class participation is critical to the success of this course and also provides an opportunity to develop the oral communication and persuasion skills that are essential in the practice of marketing. The success of in-class case discussions depends on the thoroughness and quality of your preparation. In particular, you should be fully prepared to be an active participant in the discussion of each class-wide case.

Discussion questions will be provided as a guide for your class preparation.

Contributions will be judged on whether or not they facilitate shared learning in the classroom. High quality contributions are efficient, relevant to the discussion at hand, and cognizant of the flow of arguments in the room. Such contributions help others learn by synthesizing multiple points of view, redirecting a discussion that has hit an impasse, clarifying ambiguities, or provoking constructive debate. Quality participants respect others' opinions and take care not to dominate the conversation.

Using these criteria, class contributions are judged using the following scale:

Outstanding (3), if this person were not contributing today the quality of the class discussion would have been significantly diminished;

Good, helpful and on-target comments (2);

Attending non-participant or one with repetitive, non-value-add comments (1); and

Absent, late, or destructive class commentary (-1).

The Professor will randomly call on students during any class discussion.

b) Major Project (30%)

The major project, as well as the case analysis presentation/s, will be done in pairs of students. Following open discussion, each student will be assigned to a pair by the Professor.

By effectively collaborating on this project, you should develop a deeper understanding of the marketing competencies required to do business across international borders. The Market Launch Plan (MLP) project has a number of inter-related components.

- **Deliverable 1 (ppt document)**
 - a) Selected Company Analysis (SCA) of a USA-born/HQ organization who, after focused research, you believe might be interested in entering the Vietnam market.
 - b) Market Opportunity Analysis (MOA) – analysis of specific Vietnam market research (largely secondary) which is undertaken in parallel with completion of the SCA.
- **Deliverable 2 (ppt document)**
 - c) Starts with an Executive Summary, which is then followed by (most likely) a ‘re-worked’ version of Deliverable 1.
 - d) SWOT Analysis – which draws 3-4 key Strengths and 3-4 key Weaknesses from the SCA as well as 3-4 key Opportunities and 3-4 key Threats/Challenges from the MOA.
 - e) Strategic Market Entry Program (SMEP) – the likely components for which are fully detailed in the accompanying MLP Guide.

It is envisaged that the Deliverable 1 document will be approximately 10-12 ppt pages in length. While the total content of the Deliverable 2 ‘stand-alone’ final document, which incorporates the ‘re-worked’ Deliverable 1, should be no more than 18-20 ppt pages in length.

Important Notes: i) each Team must first confirm that their selected organization is not yet operating in Vietnam and have it approved by the Professor, before undertaking major work on Deliverable 1; ii) although the final grade for this major project is based on Deliverable 2, each Team will receive an ‘indicative’ mark for Deliverable 1 [refer to the MLP Guide for fuller details of the areas/issues to be covered within each of the above components – a) to e)].

c) Case Analysis In-Class Report (20%)

In addition to overall class participation/work, each pair/team will be assigned two cases to analyze, write-up in ppt format (approx. 8-10 slides), deliver a 15min presentation (plus 5-10 mins for Q&A), and then submit (in-class – hardcopy + softcopy) for assessment.

If both versions of the Case Analysis’ items are not provided in-class, marks will be deducted.

Good case analyses go beyond the case facts, tie-in learning from the readings, class discussions, and your personal experience. To receive an A, you should structure an argument using case facts, course frameworks and/or learning, and at least two ‘credible’ business sources such as *Fast Company*, *Forbes*, *Fortune*, *WSJ*, *The Economist* and *HBR*. A simple recap of the case facts that includes only the most obvious observations will not be graded favorably.

d) Recent Business Events In-Class Report (15%)

Reading about recent events in the business world will help enrich and illustrate the concepts and issues we discuss in class. Students research, select and then scrutinize numerous articles drawn from ‘credible’ business sources (as for the ‘*Case Analysis*’). Unless prior permission is given by the Professor, these articles must only have been published within the past 5yrs.

Each student submits (in-class – hardcopy + softcopy) and in 5-10mins presents his/her ppt summary (approx. 5-7 slides). If both versions of the Recent Events’ items are not provided in-class, marks will be deducted.

e) Final Exam (25%)

The final exam will primarily focus on the concepts discussed in class. It will consist of a mix of case-type and multiple choice T/F questions. To be well prepared for the final exam, you should attend each class and make sure you have read all of the assigned readings. Anything covered in class, in the assigned cases, recent business events, or guest speaker presentations could be included in the final exam.

Important Note: students must be connected to *Blackboard Learn* and visit at least **3-4** times a week, as the Professor will use this platform to efficiently distribute relevant Course Materials.

6. Course Grading Scale

94-100		77-79
90-93		73-76
87-89		70-72
83-86		60-69
80-82		Below 60

Grades are assigned based on BU standards, an A is “Excellent,” B is “Good” and C is “Average.” An average student is one who shows up, understands most of the material, contributes to class discussion in at least half the sessions, and performs adequately on the assessments.

To receive an overall high-level letter grade, *your performance must be consistently well above average.*

7. Class Attendance Policy -Attendance at all classes is mandatory

Any absence or medical reasons or other misadventure must be supported by a medical certificate or a letter offering a satisfactory explanation. Strict penalties apply, on a pro rata basis, for any unapproved absence. Missing one class without reason would attract as much as a 10% penalty.

8. Statement on Plagiarism

All students are responsible for having read the Boston University statement on plagiarism which is available in the Academic Conduct Code.

Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be "... expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the Dean".

9. Late Work

In general there will be no extensions granted for any coursework. The exception is where there are clear and acceptable reasons for late submission. In this case a written statement outlining any serious illness or misadventure with supporting documentation (eg. medical certificates) must be provided or a strict penalty of 5% per day will automatically apply.