

VILLANOVA UNIVERSITY
College of Commerce and Finance
Department of Marketing

Fall, 2002
MKT 2280
International Marketing and Trade

Dr. C. R. Taylor
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OFFICE HOURS: MW 2:00-3:30 and by appointment at other times.

COURSE PREREQUISITE: MKT 1137

REQUIRED COURSE MATERIALS:

- 1) Cateora, Philip R. and John L. Graham (2002), International Marketing, 11th edition, Homewood, IL: Richard D. Irwin.
- 2) The Wall Street Journal - Articles will be assigned for class discussion each week.
- 3) Manual and software for Country Manager - International Marketing Simulation.
- 4) Other Readings (to be E-Mailed)

COURSE OBJECTIVES

- 1) To orient the student to the role of international marketing in the past, present, and future.
- 2) To expose the student to the environmental forces that must be analyzed by international marketers, including economic, financial, political, legal, and cultural forces.
- 3) To gain managerial perspectives and analytical ability in the definition and solution of international marketing problems. Also, to gain practice in applying textbook or business press concepts to "real world" situations.
- 4) To improve the student's knowledge of the world's trading system and its players. The student should come out of this course with improved knowledge of the geography, economic strength, political systems, and culture of countries that play an important role in the world's economy. Students will be exposed to the current trend towards regional trading blocs and their impact on the global economy.

- 5) To develop depth of understanding about how to make marketing decisions across different international contexts.

ASSIGNMENTS AND SCHEDULE

- Week 1: Introduction to Course
8/26 The Scope and Challenge of International Marketing
- Reading Assignments: Chapter 1
Country Manager Manual Sections 1 and 2
- Topical coverage: Growing importance of international marketing; Opportunities and challenges in international marketing.
- Week 2 The Environment of International Trade
9/2
- Reading Assignments: Chapters *2 and *3
Country Manager Manual Section 3 and Appendix 1
- No Class on 9/2 (Labor Day)**
- Topical Coverage: Historical perspective on international trade; Trade barriers and the role of institutions such as WTO, IMF, and the World Bank; Impact of trade on the U.S. economy. NAFTA and regional trading blocs. Historical perspective on international trade; Geography and global markets; economic growth and social responsibility.
- Week 3 Cultural Dynamics in Assessing Global Markets
9/9
- Introduction to Country Manager Simulation**
- Reading Assignment: Chapter 4
Country Manager Manual Section 3 and Appendix 1
- Topical coverage: Elements of culture; Cultural analysis as a means of market assessment. The self-reference criterion; Becoming culturally sensitive; Business ethics in global markets; Adapting to other cultures.

Week 4
9/16

Culture and Business Customs

Reading Assignments: Chapter 5

Gordon E. Miracle, Charles R. Taylor, and Kyu Yeol Chang (1992), "Culture and Advertising Executions: A Comparison of Selected Characteristics of Japanese and US Television Commercials," Journal of International Consumer Marketing, 4: (4), 89-113.

Country Manager Assignment #1 Due on 9/18

Topical coverage: Aspects of culture and business customs and operations of Country Manager. Run three periods of "Venezuela only" scenario.

Week 5
9/23

Global Marketing Management

Reading Assignment: Chapter 11

* Charles R. Taylor, Shaoming Zou, and Gregory E. Osland (2000), "Foreign Market Entry Strategies of Japanese MNCs," International Marketing Review, 17 (March), 146-163.

Country Manager Output for Period 1 Due.

Topical Coverage: Planning for global markets; market entry strategies; Organizing for global competition.

Week 6
9/30

Global Advertising and Promotion

Reading Assignments: Chapter 16

Charles R. Taylor, P. Greg Bonner and Michael Dolezal (2002), "Advertising in the Czech Republic: Czech Perceptions of Effective Advertising and Advertising Clutter" Advances in International Marketing, 12, 137-149.

Country Manager Output for Period 2 Due.

Topical coverage: Planning for promotional campaigns;