



MKT 44403: International Marketing

Spring 2012

Tues. & Thurs. 11:30-12:45
Bob Evans Farms Hall 115

Professor: Dr. Wesley Thoene
Phone: (740)245-7347
E-mail: wthoene@rio.edu
Office: Bob Evans Farms Hall 239
Office Hours: Mon., Wed. & Fri. 11:30-12:30; Tues. & Thurs. 12:45-1:00 and 2:15-2:30; Tues. 3:45-4:45, and by appt. (I'm here every day)
Office Fax: 740.245.7432
Website: <http://faculty.rio.edu/wthoene>

TEXTBOOK AND OTHER REQUIRED MATERIALS:

Cateora & Graham. International Marketing. McGraw-Hill: New York, 2008.

COURSE OBJECTIVES:

This course attempts to help the student to understand the marketing processes and strategies at work in the international environment. An analysis of the marketing opportunities abroad is made, in order to explore the marketing possibilities open to the U.S. and examine its competitiveness vis-a-vis other states. Moreover, emphasis is placed on the examination of cultural, economic, and socio-political factors operating in the international arena, and their significance on international marketing management approaches.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Grade calculation	% of Grade	Grading Scale
Participation	20%	A = 90 - 100%
Midterm Exam	20%	B = 80 - 89%
Marketing Project	30%	C = 70 - 79
Final Exam	30%	D = 60 - 69%
		F = <60%

Participation:

Participation will be measured through both attendance, the quality of comments students make in the classroom, and completion of homework. Students are advised to read the assigned chapters before coming to class in order to be prepared for classroom discussion.

International Marketing Project

For this project, students will be asked to choose a non-English speaking country to research during the semester. To assist the students, a worksheet will be provided at the beginning of the semester, and this worksheet will ask questions regarding the chosen country's customs, geography, technology, religion, economics, and government. At the end of the semester, students will be asked to present a short, 10-20 minute lecture that provides a brief overview of their countries, relevant facts, and the issues which may affect marketers in that country. Presentations will require a PowerPoint presentation as well as information from approved sources. In addition, students may want to provide examples of advertising from companies in their countries.

Presentations should last no more than 10-20 minutes. If the presentation requires some sort of homework from the class, please announce it during the preceding session so students can be better prepared for the presentation. In addition, a one-page report which outlines the main points of the presentation is required.

Examinations

The midterm course examination is tentatively scheduled for March 6. The final exam will be announced later. All exams will be multiple-choice in structure and each will contain thirty-three questions.

The following is a tentative schedule for the course. Please note that these dates are subject to change, and that such changes will be announced in class.

DATE	CLASS	TOPIC	MATERIAL
Jan 10	#1	Course Overview	
Jan 12	#2	Challenge of International Marketing	• Chapter 1
Jan 17	#3	Challenge of International Marketing	• Chapter 1
Jan 19	#4	International Trade Environment	• Chapter 2
Jan 24	#5	International Trade Environment	• Chapter 2
Jan 26	#6	History & Geography	• Chapter 3
Jan 31	#7	History & Geography	• Chapter 3
Feb 2	#8	Cultural Dynamics	• Chapter 4
Feb 7	#9	Culture, Management, & Systems	• Chapter 5
Feb 9	#10	Culture, Management & Systems	• Chapter 5
Feb 14	#11	Political Environment	• Chapter 6
Feb 16	#12	Political Environment	• Chapter 6
Feb 21	#13	Legal Environment	• Chapter 7
Feb 23	#14	Market Research	• Chapter 8
Feb 28	#15	Market Research	• Chapter 8
Mar 1	#16	Midterm Review	
Mar 6	#17	Midterm Exam	
Mar 8	#18	Emerging Markets	• Chapter 9
Mar 13	#19	Multinational Groups	• Chapter 10
Mar 15	#20	No Class- Spring Break	
Mar 20	#21	No Class- Spring Break	
Mar 22	#22	No Class: AMA New Orleans Conference	
Mar 27	#23	Planning & Organizing	• Chapter 11