

**Western Washington University
College of Business and Economics
Department of Finance and Marketing**

**A Syllabus for
INTERNATIONAL MARKETING MANAGEMENT (MKTG 486)
A Preliminary Draft**

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The objective of international marketing management course is to teach you in the world of global trade, where corporations offer their value propositions to more than 7.9 billion consumers. In this course you will take a tour of this expanded area and become familiar with various aspects of managing the functions of international markets. You will also gain practical experience in planning for entering into international markets by practicing the preparation of an international marketing plan under close supervision and guidance of your professor.

We are strictly adhering to the mission of the Western Washington University to provide a high-quality environment for learning. In this course, we are adopting the educational policy of Harvard University in offering the course International Marketing. Accordingly, the same textbook and the same Harvard business cases will be used in your learning process. You will be guided and coached on preparing an extensive plan for marketing a product of your choice in a country of your choice. Your plan would involve virtually every aspect of marketing a product in a foreign country. You will receive consultation from me on every phase of this major activity of your learning process.

In order to assure the continuity of your learning endeavor, I will post weekly quizzes on Canvas, so that you will test the level of your knowledge and receive immediate feedback for improvement. Some of the questions in these quizzes will be included in the midterm and final. Part of these two major exams be in written format involving case analysis and other in the form of objective questions.

This course is more than simply learning about international marketing operations and strategies. It is about the people, feelings, emotions, and behavior. It involves a journey to different parts of the world, meeting, in ‘virtual presence,’ people of various cultures and learning about their needs and wants. It is about developing a ‘right’ attitude toward other people and helping them achieve their goals. It is about love, peace, and everything which goes with them. You’ll love it, believe me!

I will share the findings of my worldwide research with you and let you take part in its process if you wish. In this class, you will not only learn the theory and practice of international marketing management, but also will receive and analyze the most up-to-date developments in this fabulous field. That experience is bound to make a difference, for both a better learning and a happier life.

My class presentations will be based largely on fresh data about the world of marketing that I have personally collected through my field research, from 195 countries and 57 territories which are inhabited by more than 7.5 billion people of different ethnic groups. I can assure you that you will be receiving knowledge firsthand from the original source, ME!

OBJECTIVES, SCOPE, AND NATURE OF THE COURSE

The objectives of the course are to understand the international marketing environment and learn to develop and implement marketing strategies that would satisfy consumer needs and wants in a global competitive environment. We will cover both the conceptual and practical aspects of international marketing management. We will *not* be repeating the principles of marketing management which you have learned in other marketing courses by simply adding examples from international markets. Rather, we will be exploring those aspects of marketing management that are unique to the needs, conditions, and environments of the firms that do business on a global basis.

Educational Strategies

I have conducted marketing research projects in many countries and territories of the world and have carried marketing management consulting assignments. I will share the fruits of my worldwide research with you through photographs that I have personally taken from marketing operations in various countries of the world. Some of my

presentations will be on PowerPoint. I expect you to research the feasibility of marketing a product of your choice in a foreign market of your choice, and use the PowerPoint application to present your findings to your classmates.

In the first part of the quarter, you will be assuming the role of a corporate executive who is in charge of the international marketing operations of a large U.S. corporation. You will collect up-to-date data on international markets through the Internet and utilize them to formulate international marketing strategies that are relevant to your operations. You will also be coordinating your international marketing strategies with your domestic marketing policies in order to minimize the overlap and waste in the production process.

In the second part of the course, you will assume the role of chief marketing executive of a global corporation that has headquarters outside the United States. Your global corporation will be engaged in producing consumer products at several production centers around the globe. These production centers are partly owned and partly contracted. Your corporation distributes globally manufactured products to various markets of the world, including the United States. In this approach, you will learn the theory and practice of international marketing management in addition to those of global marketing management. You will be adequately prepared to handle the challenges of international marketing tasks in an increasingly competitive environment that currently prevails in the early years of the 21st century.

International Marketing Management for Human Growth

You will have ample opportunities to examine the impact of social, cultural, political, technological, legal, ethical, economic, and competitive environments on marketing systems and operations around the globe. Each week we will focus on examining the nature of one of these environments of international strategies that affect product design, sourcing, distribution, logistics, promotion, pricing, and after-sales services in a given region of the world. Meanwhile, the other components of the international environment, which are not covered in a given presentation, will be discussed in order to present a holistic approach to the practice of international marketing management.

Individual Attention and Care

If you are interested in the marketing systems and operations of any specific country or territory, please let me know so that I can develop a slide presentation that focuses on the marketing characteristics of that country. One of the objectives of the course is to develop your interest in international markets and to custom design the course around specific interest areas of your prospective career. In the true spirit of effective international marketing management, I will provide you with a menu of various markets and let you select whichever area that would interest you most. However, you should understand that while you have the choice of the "entree", the "soup and salad" are obligatory for everyone to have! Dessert is optional (see readings on reserve).

REQUIREMENTS OF THE COURSE

- A. **Textbook:** Global Marketing, by Warren J. Keegan and Mark C. Green, 10th Edition, Pearson - Prentice Hall, 2020. All 17 chapters will be covered. Reading the textbook will help **achieve the objective** of learning classical and modern theories of international marketing management. This is the same textbook that Harvard University has adopted for its class on international marketing.

If you wish to purchase a digital copy of the textbook from the university bookstore, you may contact the following link:

<https://www.bookstore.wvu.edu/ePOS>

You can also purchase a digital or print version from the publisher (Pearson Learning) by contacting: Oyama, Robbie <Robbie.Oyama@pearson.com>

- B. **Term Project:** Every group of 4-5 students will select a research project on international marketing (after consultation with me) and present a brief synopsis of their project to the class in a 45-minute presentation format using multi-media approaches, including PowerPoint. A summary of the presentation and class discussion will be presented in a 30+ page paper (double-spaced) to the instructor, a week after the oral presentation, no later than a week prior to final.

This learning method will help you develop skills in international marketing research, explore your **creativity** in designing **workable plans**

to enter international markets, and improve your **written and oral communications**.

Your term project should reflect a scholarly endeavor. I will help you use international databanks to retrieve information from massive files, using online resources. Since our budget for online access to global databases is limited, you need to be efficient in using these resources. In addition to global databanks, you will also learn how to access online databases of the Washington State Department of Commerce and of the International Trade Administration in Washington DC.

Developing **personal skills** in obtaining relevant information through **international databases** is an **objective** and requirement of your term project which will be achieved through *this learning method*.

C. Case Studies: Cases on specific strategic aspects of International Marketing Management will be analyzed individually by the class members. There will be 2 cases which are adopted by Harvard University in their offering of the course, International Marketing.

1- Apple in China and India by Sam Hariharan and Peter Cohan

2-Walmart around the World By: Juan Alcácer, Abhishek Agrawal and Harshit Vaish

This learning method will help you achieve the **objective of developing analytical ability** in examining marketing situations around the world and offering **strategic solutions** to current problems. It will also help you **develop written and oral skills** in expressing the findings of your analysis.

GRADING PROCEDURES

A maximum of 100 points can be achieved in the course. The following grading criteria will be applied:

Performance	Rewards
Case Analysis	5 points
International Marketing Projects: (Including multimedia presentations)	25 points
Mid-term Exam	25 points
Final Exam	25 points

Quizzes rewards	10 points
Class Participation	<u>10 points</u>
Total Points	100 points

Grading Criteria

90-100 points **A**, 80-89 points **B**, 70-79 points **C**, 60-69 points **D**.

CLASS SCHEDULE AND ASSIGNMENTS
(A tentative schedule)
International Marketing Management (MKTG 486)

Professor Safavi

Fall 2022

Topics & Objectives
Assignments & Assessments

Learning Methods,

(due Mondays unless agreed for Wednesdays).

The Week of Wednesday, September 21, 2022

- Introduction to the course
- International Marketing vs. Global Marketing
Survey of International Mktg. Mgt. -Text: Ch. 1
- Selection of team members for term projects

Objectives: Preview of International Marketing Management

Assessment: Quiz Ch.1, Due Monday September 26.

The Week of Monday, September 26, 2022

- Entry Strategies to International
Markets -Text: Ch. 9 & 8
- Export Organization and Management
- Import Strategies - Selection of
- Sourcing Strategies for International project topics
Marketing

Objectives: Developing teamwork approaches to international marketing management

Assessment: Quiz Ch.9 & 8, Due Wednesday September 28.

The Week of Monday, October 3, 2022

- Global Marketing Information Systems -Text: Ch. 6 & 10
& Market Research

- International Product Strategies
- Electronic data bases for International Product Strategies
- International marketing research
- Internet Application to International Marketing Management
- Spreadsheet Analysis for Cases in Int'l Marketing Mgt.

Objectives: Skills in spreadsheet construction for international marketing analysis.

Familiarity with international marketing scholars and contributors

Assessment: Quiz Ch.6 & 10, Due Monday October 10.

The Week of Monday, October 10, 2022

- Global Pricing Strategies
 - Global Distribution Strategies
 - Text: Ch. 11, 12
 - Case analysis: Apple in China and India
- (This case is also used at Harvard University in their teaching of International Marketing).

Objectives: Developing analytical skills in problem solving.

Assessment: Quiz Ch.11 & 12, Due Monday October 17.

The Week of Monday, October 17, 2022

- Global Promotion Strategies
- Global Advertising & Sales
- Ethical Considerations in International Marketing
- Text: Ch. 13 & 14
- Group Presentations

Objectives: Understanding and appreciating global consumers

Assessment:

Assessment: Quiz Ch.13 & 14, Due Wednesday October 19.

Midterm Examination (will be determined in class)

The Week of Monday, October 24, 2022

-Global Marketing Segmentation Strategies -Text: Ch 7 & 2

-The Global Economic Environment

Group Presentations

Objectives: Understanding and Managing International marketing environment.

Assessment: Quiz Ch.7 &2 , Due Monday October 31.

The Week of Monday, October 31, 2022

-Trade Environments & Regional Markets

-Social and Cultural Environments
of International Marketing Management
Global Customers and Buyers

-Text: Ch. 3 & 4

Group Presentations -
Case Analysis: Walmart
around the World

(This case is used by Harvard Business School in their teaching of International Marketing).

Objectives: Understanding consumers in International markets

Assessment: Quiz Ch.3 &4 , Due Monday November 7.

The Week of Monday, November 7, 2022

-Political, Legal, and Regulatory
Environments of International
Marketing

-Text: Ch. 5

Group Presentations

-Team presentations

-Global e-marketing

-All projects due!

Objectives: Understanding marketing regulations in different countries

Assessment: Quiz Ch.5, Due Monday November 14.

The Week of Monday, November 14, 2022

- Technological Environment of International Marketing Management
 - Competitive Environment in International Markets
 - Cooperative Strategies and Alliances
- Text: Ch. 15
Group Presentations

Assessment: Quiz Ch.15, Due Monday November 21.

The Week of Monday, November 21, 2022

- Organizing and Controlling Global Marketing Functions
 - Global Segmentation
- Text: Ch. 16 & 17
Group Presentations
Peer Evaluation Due

Objectives: Developing organizational skills

Assessment: Quiz Ch. 16 & 17, Due Wed 23 November.

The Week of Monday, November 28, 2022

- Reviewing the course
- The future of international marketing management

Objectives: To develop a vision for new trends in global marketing

Assessment: Team Presentations for managing International Marketing Management projects

Final exam – Tuesday December 6th, 2022 from 10:30am-12:30pm

Related Issues

1) Hybrid Sessions

The university has opted for in-person classes during fall quarter. I am following their decision and planning to attend every session of my classes and

expect that all students do the same. However, if the situation arises during some class sessions where the campus is closed for any reason, I will switch to remote presentations during those class sessions. I will not cancel classes due to external factors if remote instruction can be provided. I firmly believe that the students should get most out of their resources and commitment to their education at Western.

As such, the term “hybrid,” is used to convey that all class sessions will be in-person unless external factors make it unattainable. In those cases we will switch to online instruction.

I am planning on posting all my PowerPoint presentations on Canvas, followed by a rigorous quiz related to those presentations as well as the content of the related chapter from your textbook. Your quizzes (2 quiz a week) will be graded on the spot. A percentage of all of your quiz performances will be valued at 5% of your final grade for those which you have taken before the midterm and those which you will be taking after the midterm. Quizzes are timed, but you are provided with a timespan of 1-2 days to take the quiz online. Make sure that you do not miss any quiz, and for this reason, you need to attend classes in person.

According to the University’s policy, the first 2 class sessions will be offered exclusively online. I will personally provide my presentations. You need to join the Zoom meeting with your video on and participate in the discussion. 10% of your final grade will be derived from your class attendance and discussion.

As far as assignments are concerned, I will do my best to enable you to do all of them at your residence and post them on Canvas. I will also let you to reach me remotely during my office hours.

I hope you find this accommodation satisfactory and conducive to your learning. Please let me know if I can do anything more for your learning pleasure.

This syllabus is tentative and will be subject to alternations as we have to cope with new development in the environment.

Regards, Farrokh Safavi