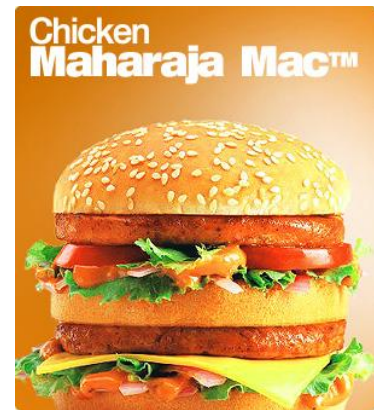


# MKT 666: Graduate Seminar in International Marketing

Fall Semester, 2009  
Th 7:00-9:45, CBA 230

## Instructor:

Dr. Terrence H. Witkowski, CBA 350  
Office Hours: MW 10:00-5:00pm, Th 5:00-7:00pm,  
and by appointment.  
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## Course Description:

Marketing 666 provides a graduate-level introduction to the field of international marketing. The following are the major learning objectives of the course:

- (1) You will learn important concepts, theories, and best practices in international business and international marketing management.
- (2) You will become familiar with some of the historical, cultural, economic, political, and legal factors that affect marketing decision-making in different countries.
- (3) You will begin to appreciate how global companies and international marketing can contribute to the economic development of poor countries.
- (4) You will improve your ability to research local markets and gain an understanding of how to manage brands in host countries.
- (5) You will learn to analyze some of the social policy consequences of international marketing.

My lectures will elaborate upon material from the text, but also will present supplemental information. Everyone is expected to read the assigned material before we meet and to participate in class discussions.

You will be responsible for two different projects: (1) an analysis of a global food company's distribution and marketing in a developing country and (2) an investigation of a social policy issue confronting global food marketing. In both projects, you will form 3 or 4 person teams that will research, develop, and deliver a 30 minute PowerPoint presentation to be accompanied by a written report (at least 25 pages double-spaced, 12 point Times Roman font, 1" margins). You may work with whomever you choose (or have partners assigned) and may switch team members from one project to the next.

The midterm exam will cover text chapters 1-10 and the final exam will cover chapters 11-18. Each exam will consist of seven out of eight short-answer questions taken from the class lectures and discussions and from the assigned readings. A list of review questions will be posted on BeachBoard the week before each exam.

## Required Text:

Johansson, Johnny K. (2009), *Global Marketing: Foreign Entry, Local Marketing, & Global Management*, 5<sup>th</sup> ed., New York: McGraw-Hill Irwin.

(Amazon.com sells the 5<sup>th</sup> edition for \$139.39 hardcover and \$69.46 paperback. They appear to be identical. The 4<sup>th</sup> edition is much cheaper, and the content is about 90% identical to the 5<sup>th</sup> edition, but some changes and updates have been made and thus I recommend the 5<sup>th</sup> edition.)

## Projects:

In the first project, your group will research food distribution and marketing in a developing country (emerging or growth market) of your choice (first come, first serve but with my approval). You will focus on a global food company, such as a manufacturer (Nestlé, Unilever), retailer (Carrefour, Tesco, Wal-Mart, 7-11), or food service company (KFC, McDonalds, Starbucks) that operates in the country you have chosen. You will then collect, organize, and present data on how this company distributes and promotes locally and what are its marketing opportunities and challenges in the country. This project may require consulting a wide range of sources, not just the academic literature, and should be well-referenced. Presentations will be on October 8 and 15; papers will be due on the 15th.

Your second, team project will analyze a social policy issue confronting the global food industry. Broadly, these issues cover domestic government and international regulation, alternative food systems, and corporate social responsibility. Specific topics may include, but are not limited to, global food safety, genetically modified foods, organic foods, geographical food names, the impact of agricultural subsidies on developing countries, the rise in food prices, piracy and counterfeiting of food products, fair trade foods, foods for ethnic/religious minorities (e.g. Halal foods), foods for weight control, ethical food sourcing, and the environmental impacts of the global food industry. Your topic may focus on a group of countries (e.g. the European Union) or differences between country groups (e.g., rich v. poor nations; EU v. U.S.). Papers should be well-referenced. Presentations will be on December 10 and written reports will also be due that evening.

## Course Evaluation:

|   |            |
|---|------------|
| Midterm Exam                                  | 25%        |
| Final Exam (or German American Workshop)      | 25%        |
| Country Food Culture Project and Presentation | 25%        |
| Food Social Policy Project and Presentation   | <u>25%</u> |
|   | 100%       |

Notes on grading: (1) Because MKT 666 is a graduate class, I anticipate assigning mostly As and Bs. (2) You are allowed one absence. Further absences may lead to a lower grade, especially if your grade is borderline.

## Classroom Conduct:

The classroom is for learning. Arriving late, talking to nearby students, and leaving to answer phone calls distracts both other students and the instructor and is not permitted while class is in session. Please put all cell phones and other electronic devices on vibrate or turn them off. These devices should not be on desk tops during class. Use laptops for note-taking only. Other

applications may distract students behind you. During student presentations, all laptops must be closed. Further information on the expectations the Department of Marketing has for student conduct, including ethical behavior regarding cheating and plagiarism, can be found at the departmental website: <http://www.csulb.edu/colleges/cba/marketing/classroom/>.

**Tentative Course Outline:**

| <b>Date:</b> | <b>Topic:</b>   | <b>Assignment:</b> |
|--------------|---|--------------------|
| 9/3          | Course Introduction   | Ch. 1              |
| 9/10         | Theoretical & Cultural Foundations  | Chs. 2, 3          |
| 9/17         | Country Attractiveness; Export Expansion  | Chs. 4, 5          |
| 9/24         | Licensing, Strategic Alliances & FDI  | Ch. 6              |
| 10/1         | Understanding Local Consumers; Local Marketing in Mature Markets                                      | Chs. 7, 8          |
| 10/8         | Local Marketing in Growth Markets<br>Student Presentations – Food Marketing in a Developing Country   | Ch. 9              |
| 10/15        | Local Marketing in Emerging Markets<br>Student Presentations – Food Marketing in a Developing Country | Ch. 10             |
| 10/22        | Global Market Strategy: Segmentation & Positioning<br><b>Midterm Exam</b> (Chs. 1-10)                 | Ch. 11             |
| 10/29        | Global Products, Services, & Branding   | Chs. 12, 13        |
| 11/5         | Global Pricing and Distribution   | Chs. 14, 15        |
| 11/12        | Global Advertising, Promotion, E-Commerce, & Selling  | Chs. 16, 17        |
| 11/19        | Organizing for Global Marketing; Special Topics   | Ch. 18             |
| 11/26        | THANKSGIVING HOLIDAY  |                    |
| 12/3         | TBD (Professor may be out of the country)   |                    |
| 12/10        | Student Presentations – Global Food Social Policy Issues  |                    |
| 12/17        | <b>Final Exam</b> (7:15-9:15) (Chs. 11-18)  |                    |

*Product adaptations from [www.mcdonaldsindia.com](http://www.mcdonaldsindia.com)*

