Instructor: Arlene Peltola
E-mail ampeltol@cedarcrest.edu
Office location: Curtis Hall 220  610 606 4666 x3753
Office hours: Wednesday 1-3 pm and by appointment
Class- Thursday 7pm- 9:30pm CURTIS 135

Required Text: International Marketing by Phillip Cateora, Mary Gilly, John Graham
McGraw-Hill Irwin 14th Edition
ISBN # 978-0-07-338098-8

Required Case- Harvard Business School “Proctor and Gamble- Global Business Services”

Required Reading- Read an article on international marketing each week from the following suggested sources; The Wall Street Journal, Forbes, Business Week, Fortune, Time, Journal of International Marketing, Advertising Age International, Journal of Retailing, Dun’s Review and other periodicals available in our library. You may also consult the Index to Business Periodicals and Lexus Nexus for sources of articles. Articles with international subjects appear in almost everything published. Articles will be provided in class from Journal of International Marketing.

Optional reading: “The Lexus and the Olive Tree; Understanding Globalization” by T Friedman “One Billion Customers: Lessons from the front lines of doing business in China a WSJ book by James McGregor and “The World is Flat” by T Friedman. These books are in our library. Review them as possible sources for your assignments.

Course Description: A 3-credit interdisciplinary approach to understanding global marketing: the environmental/cultural approach, the three international marketing concepts; domestic market expansion, multi-domestic marketing, and global marketing, competitive challenges, the world’s big emerging markets, global trends, and global marketing strategies. This course will explore opportunities created by the strong emergence of a global economy and explore effective marketing management of global brands.

Objectives: The overall goal is to develop the students understanding of global marketing situations, and their decision-making skills in a myriad of business situations. Specific objectives are:

- Gain familiarity with the role of culture and the environment (external factors affecting the Brand) and communication in U.S. and global positioning
- Develop an understanding of powerful world nations transforming the global economy
- Learn about problem definition and the use of global marketing research
- Understand local and global market characteristics affect on global marketing strategy
- Compilation of a comprehensive Country Notebook and Global Marketing Plan

Methods: Lecture/In- depth discussion of text, cases, readings/small group assignments and discussions, and 2 exams. Students must prepare thoroughly for every class as we will look to include a rich diversity of thought to bear on our assignments. Using the library as a resource will be necessary to stay abreast of recent publications and add value to your individual and group presentations. On-line web site review is
required for discussion regarding companies and brands. Occasionally, there will be in-class sessions to meet with your group to progress your projects.

**Attendance:** Attendance is critical to your success in this course. Students are expected to attend and fully participate in class. In the event that you miss a lecture, it is the student’s responsibility to make up work. If an assignment is due the day of the absence, the due date does not change. If you miss more than two classes, you may fail the class. Excused absences are only those that have a submitted doctor’s note. Excused absences count as half an absence. Appropriate classroom behavior is implicit in the Cedar Crest College Honor Code (Cedar Crest College Catalog, page 29). Kindly turn your cell phones, beepers and pagers to vibration mode prior the start of class.

**Honor Philosophy**
“The Cedar Crest Honor Philosophy states that students uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community.” (Cedar Crest College Catalog, p 28)

**Academic Dishonesty**
Whether “deliberate or accidental, academic dishonestly is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code.” (Catalog, p 28) Plagiarism is not tolerated. Plagiarism will result in a zero on the assignment and a report to the Provost.

**Students with Documented Disabilities**
Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

**Late submissions of assignments**
Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will earn half credit if submitted within a week of the assignment, beyond that, assignments earn 0 credit.

**Team Presentations and Peer Review**
Each student is expected to make both individual and team presentations. Presentation aids may be used and these aids may be technological or conventional (hand outs, posters, etc.) Peer review involves reviewing the work and contributions of those in your assigned group as well as your classmates as a whole.

**Evaluation:** Grades will be determined based on the following:

<table>
<thead>
<tr>
<th>Grade Distribution</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Preparedness/Caliber of Contribution*</td>
<td>20%</td>
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<tr>
<td>Exam One</td>
<td>20%</td>
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<tr>
<td>Exam Two</td>
<td>20%</td>
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<tr>
<td>Country Notebook</td>
<td>20%</td>
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<tr>
<td>Global Marketing Plan</td>
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*Details of Discussion Preparedness appear below the Class Schedule

**Grade Assignment**

- 93%- 100%+: A
- 90%-92%: A-
- 87%- 89%: B+
- 83%-86%: B
Assignments: The “Country Notebook” will contain a cultural analysis, economic analysis, and market audit/ competitive market analysis for one country and one product. Refer to page 583 “Country Notebook” in our text for guidelines. Each student team will be provided a country/product to work on. The Country Notebook must have sources cited to substantiate thinking (minimum 2 scholarly, 2 popular)

*The Country Notebook is due on March 19th* and does not include The Marketing Plan. The Marketing Plan is a separate document and will follow a structure provided in our text (page589-591) eliminating the following sections: E2, 3, 4 F 1-9 G 1, 2 H 1-5 III. A-C. The Executive Summary should appear first in the document. The Marketing Plan must have at least 2 scholarly and 2 popular sources cited; *The Marketing Plan is due Apr 30*. Readings and cases will be distributed to supplement the text and focus learning, ungraded “brain refresh” quizzes will be provided to recapitulate the learning by chapter. Two in-class exams are scheduled.

**Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment/Reading</th>
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<tr>
<td>Jan 22</td>
<td>Introductions/ Course Objectives</td>
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<td>E-college review</td>
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<td></td>
<td>Webliography review</td>
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<td></td>
<td>The text- chapters, cases, glossary, site; <a href="http://www.mhhe.com/cateora14e">www.mhhe.com/cateora14e</a></td>
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<tr>
<td></td>
<td>Review of Basic Marketing Concepts and “World’s strongest Brands” based on Global Value</td>
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<td></td>
<td>Hottest Global Issues</td>
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<td></td>
<td>Chapter 1: The Scope and Challenge of International Marketing</td>
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<td>Brain Refresh Chapter One</td>
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<td>Global Brands/Issues in the news-student summaries</td>
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<td></td>
<td>The Country Notebook – Due Mar 19</td>
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<tr>
<td></td>
<td>The Marketing Plan- Due Apr 30</td>
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**Assignment/Reading**

Chapter 1 and Chapter 2  
Review Brain Refresh Ch 1, 2  
Read International Business Articles  
Present one in next class  

Jan 29  
Library Visitation  
Chapter 2: “The Dynamic Environment of International Trade”  
Brain Refresh Chapter Two  
Global Brands/Issues in the news-student summaries  
Upcoming Readings;  
Journal of International Marketing  
Brand Cultures  
Reactions of US Consumers to Global Brands  
HBR Case  
P&G Global Business Services

**Assignment/Reading**

Chapter 3  
Review Brain Refresh Ch 3
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<th>Date</th>
<th>Assignment/Reading</th>
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| **Feb 5**| Chapter 3: “History and Geography; The Foundations of Culture”  
Brain Refresh Chapter Two  
Timeline- Country Notebook  
Timeline- Marketing Plan  
Discuss JIM article Brand Cultures  |
| **Feb 12**| Chapter 4 “Cultural Dynamics in Assessing Global Markets”  
Brain Refresh Chapter Four  
Global Brands/Issues in the news-student summaries  |
| **Feb 19**| Chapter 5 “Culture, Management Style, and Business Systems”  
Brain Refresh Chapter 5  
Exam Expectations Chapters 1-5  
Discuss JIM article Brand Globalization in class  
Country Notebook Check Point; due Mar 19  
Marketing Plan Checkpoint  |
| **Feb 26**| Exam Chapters 1-5  
Chapter 8 “Developing a Global Vision”  
Brain Refresh Chapter 8  
Global Brands/Issues in the news-student summaries  |
| **Assignment/Reading** | Chapter 9  
Read International Business Articles  
Present one in next class  
Scan P&G CASE  
Finalize Country Notebook; due Mar 19 |
Mar 5
Exam Review
Chapter 9 “Emerging Markets”
Brain Refresh Chapter 9
Global Brands/Issues in the news-student summaries
Proctor and Gamble Global Business Services CASE-Intro to 4 options

Assignment/Reading
Chapter 10
Review Brain Refresh Ch 10
Read P&G CASE, 1-page answer to which of the 4 options should P&G take?
Finalize Country Notebook, Hand in Mar 19, discuss in class

Mar 12
NO CLASS Spring Break

Mar 19
Hand in Country Notebooks/ Present Summary in class
Chapter 10 “Multinational Market Regions and Groups”
Brain Refresh Chapter 10
Global Brands/Issues in the news-student summaries
Case Discussion P&G GBS/Present 1-page answers

Assignment/Reading
Chapter 11
Review Brain Refresh Ch 11
JIM article Reactions of US Consumers to Global Brands; 3 main take-aways
Begin work on Marketing Plan

Mar 26
Chapter 11 “Global Marketing Management”
Brain Refresh Chapter 11
Global Brands/Issues in the news-student summaries
Class Discussion JIM Reactions of US Consumers to Global Brands; 3 take-aways
Group collaboration time

Assignments/Readings
Chapter 16
Review Ch 16 Brain Refresh
Read International Business Articles
Present one in next class

Apr 2
Chapter 16 “Integrated Marketing Communications and Global Advertising”
Brain Refresh Chapter 16
Global Brands/Issues in the news-student summaries
Exam Expectations
Group Collaboration time

Assignment/Readings
Study
Continue to prepare Plan

Apr 9
Exam Two Chapters 8-11, 16
Marketing Plan Check Point
Group Collaboration Time

**Assignments/Readings**
Final preparation for Marketing Plan

Apr 16  
Lecture Wrap Up  
Review Exam Two

Apr 23  
NO CLASS - Group Collaboration Time  
Rehearse Plan Presentation

Apr 30  
Marketing Plan Presentations

**Discussion Preparedness**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Criteria</th>
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<td>A</td>
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</table>
  - Demonstrates excellent preparation; shows evidence of having identified, analyzed, and responded to the key issues raised in the readings.  
  - Volunteers contributions to discussions which reflect a systematic effort to utilize the ideas, interpretations and information presented in the readings as an opportunity to raise ideas and questions that go beyond those found in the readings.  
  - Demonstrates an active level of engagement.  
  - 2 absence max |
| B     |  
  - Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the readings.  
  - Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented in the readings.  
  - Demonstrates a conscientious level of engagement.  
  - 4 absence max |
| C     |  
  - Demonstrates adequate preparation; shows familiarity with the key issues raised in the readings.  
  - Typically does not volunteer contributions to discussions, but will contribute when called upon; contributions do not consistently draw upon or reference the ideas, interpretations and information presented in the readings.  
  - Demonstrates a sporadic level of engagement. |
| D     |  
  - Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the readings.  
  - Does not volunteer contributions to discussion and has little to say when called on; contributions do not reference the ideas, interpretations or information presented in the readings.  
  - Demonstrates a superficial level of engagement. |
| F     |  
  - Demonstrates little preparation; shows no evidence of having read the material  
  - Does not volunteer contributions to discussion, does not respond when called on.  
  - Demonstrates virtually no level of engagement, frequently absent from class. |