

MKG-5321-066
International Marketing
Winter 2015
Wednesday, 2:00 – 5:00 pm
3 credits

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Course website: <http://www.moodle.uqam.ca>

Technical support: moodle-etudiants@uqam.ca

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I. COURSE DESCRIPTION

“International Marketing” is an undergraduate course which shall analyse the marketing functions, activities and organizational structure of a company already working abroad or one intending to enter foreign markets. This course examines the main elements related to the marketing of a product or service in foreign countries, namely those to consider when preparing an international marketing plan.

Throughout this course, students will develop analytical and practical skills in international marketing. Students will be exposed to both concepts and practical cases. They will be invited to reflect on the relevance of these concepts and how useful they can be in “real life” situations. Furthermore, students will be asked to reflect on the ethical aspect of international marketing.

As a prerequisite, every student must have taken at least one introductory class in marketing prior to enrolling in this “International Marketing” course (MKG3300: “Marketing” or MKG3315: “Marketing du tourisme et d’hôtellerie”).

II. COURSE OBJECTIVES

The topics that will be covered throughout this course, together with the skills that students will be brought to develop, are as follows:

1. Current international issues:
 - Recognize current international issues and establish links between them in order to understand what kind of challenges these issues pose to businesses.
2. Culture:
 - Identify and discuss the subtleties of different cultures in an international setting, namely the self-reference criteria and the issue of ethics, in order to transpose the potential repercussions of these subtleties in a real international marketing situation.
 - Evaluate the relevance of the “glocalization” concept.
3. International marketing management:
 - Define international marketing and explain the modes of internationalization and organizational structures, in order to apply them to existing international marketing situations.
 - Recommend the appropriate modes of internationalization depending on the situation in which the business finds itself.
4. Information retrieval and research:
 - Understand the information retrieval process in international marketing and put it into practice.
 - Analyse and evaluate the relevance of new media and social networks in collecting data at the international level.
5. Product and brand management, promotion and sales, pricing and channels of distribution (4 Ps):
 - Analyze the potential benefits and restrictions of the 4 Ps in an ever-changing international environment.
 - Evaluate the relevance of brand management and apply it to international marketing.
 - Synthesise the impact of social media on the international marketing plan.
 - Apply the 4 Ps to real international marketing situations, considering both the internationalisation and “glocalization” approaches.
6. Additionally, students will work on developing:
 - Oral and written communications skills, which are fundamental in a world of trade and interdependence.

- Interpersonal skills and team work, which are required on the job market.
- A reflection on their career path and their personal growth.

The first two skills mentioned above will be used during the oral presentations. For the third one, the students will be challenged with a self-evaluation formative exercise at the end of the semester.

III. PEDAGOGICAL APPROACH

The course will examine the 4 Ps of international marketing, in an international setting. And students will have a major role to play throughout the course.

Based on the weekly readings, we will articulate the main international marketing concepts and establish links with the practical world. Cases, exercises, debates and other “pedagogical surprises” will complement the professor’s performances. The objectives of this approach are three-fold:

- Develop critical thinking;
- Encourage the participation of a large number of students, even the introvert ones, in a context where risk is minimal;
- Help students analyze the relevance of international marketing theories by way of constructive criticism and real examples.

Truly, students will strongly be encouraged to participate in order to better take possession of their learning.

Furthermore, students will do synthesizing exercises and resolve practical cases. These methods will help enhance the learning process and help students develop specific skills related to international marketing. These skills, backed by a theoretical framework, will become of use in the real world, as mentioned above.

We may also hold presentations by speakers from the public and private sectors. This will depend on the topics discussed, types of in-class discussions, time at our disposal for such presentations, the availability of speakers and level of interest of students.

IV. EVALUATION AND SCALE OF GRADING

Students will be marked on:

1. A case presentation (**starting January 21, 2015**): 10%.
2. A mid-term exam (**February 18**): 25%.
3. A promotional campaign video ad presentation (**April 1**): 20%.
4. A final exam (**April 15**): 35%.
5. A participation grade (**throughout the semester**): 10%.

Overall, individual assignments represent 70% of your final grade.

All assignments must be delivered in English.

4.1 A case presentation (10%). Starting January 21, 2015, students will take the stage!

What does the work involve. In teams of four or five, depending on the number of students signed up for the course, students will have 20 minutes to solve a case study, chosen among the chapters to be read each week and listed under “VI. Course outline” (first come, first served basis).

Evaluation criteria. The mark for the resolution of the case study will be based on the following five elements:

- The relevance of the proposed solution(s) based on the problem or challenge you have identified: 2 points.
- The coherence of the presentation and the ability to convey a convincing message: 2 points.
- The quality of the material used throughout the presentation: 2 points.
- The communication skills of the group members, including the respect of the time allocated for the presentation: 2 points.
- The managerial implications you can draw from the case and your ability to launch a discussion with the audience via a relevant debate question: 2 points. As a matter of fact, I expect students to wrap-up their presentation not only with a synthesis slide, but also with a question that will, on the one hand, generate a discussion in the classroom and, on the other, help us make specific links with the content (theory, practice, examples, etc.) seen in class.

What to hand in to the professor. In addition to the oral presentation, students will be asked to hand in a paper copy of their slides (a black and white copy will do), including a list of references used to prepare the written document and the presentation. Moreover, an electronic version of their presentation will be sent to the professor. The written document and the electronic copy of the presentation will be handed in to the professor the day of the presentation, prior to students entering the stage.

Group dynamics and logistics. All members of the team shall present on stage and will obtain the same mark unless unexpected circumstances arise. These should be brought to the professor's attention quickly and honestly by the team members. The teams and the order in which the presentations will be carried out must be finalized by **January 14, 2015**, at the latest. Please note that an absence on the day of your scheduled presentation shall automatically result in a mark of "0" for this assignment.

4.2 A mid-term exam (25%).

Content and format. The mid-term exam will be held on **February 18, 2015**, during class hours². The mid-term exam will cover all material presented and discussed in class from the beginning of the term, including all presentations, as well as all the book chapters identified in the syllabus and other articles posted by the Professor on moodle. The exam will evaluate whether the students have mastered the key concepts learnt in class and how diligent they have been in doing the preparation that is expected from them in a university class. The mid-term exam will be made up of short answer-type questions.

Exam logistics. The mid-term exam will be 2h00 long. **No make-up exam under any circumstances.**

4.3 A promotional campaign video ad presentation (20%).

What does the work involve. Each team will choose a company and a country. From there, each team shall prepare and deliver a presentation which shall include two components. The first one is a video ad promo for the company and country you have chosen as if it were part of a real campaign, with a duration between 45 seconds and one minute 30 seconds. The second one shall detail, in a power point or prezi presentation format, the following items:

- The key objectives of your video ad;
- The product, service and / or brand you promote in your video ad;
- The target markets you try to reach with your video ad.

The presentation shall take place on **April 1, 2015**. Please note that the choice of the organization and country is unique to every team. This choice must be submitted to the Professor on **January 28**, at the latest.

Each presentation will last 10 minutes maximum.

² Unless noted otherwise.

Content and evaluation criteria. The presentation will be graded on these five criteria (4 points each):

- The clarity of the intended objectives of your video ad;
- The clarity of both the target markets you try to reach with your video ad and of your USP;
- The aestheticism of your video ad;
- The oral abilities of the team members and the respect of the time allocated to you;
- The overall quality of the presentation.

Format. All team members should act in the video ad promo and be on stage during the presentation. Be creative; express yourself with good taste! Please note that an absence the day of the presentation shall automatically result in a mark of “0”.

A paper copy of the slides and an electronic version of the promotional campaign video ad should be handed in to the professor on the day of the presentation, prior to entering the stage.

4.4 A final exam (cumulative) (35%).

Content and format. The final exam will be held on **April 15, 2015**, during class hours². The final exam will cover all material presented in class from the beginning of the term, including all presentations and readings assigned to the Students by the Professor. The exam will evaluate whether the course objectives were met and whether students were able to develop the skills that are related to the topics covered in class. The final exam will mostly be made up of essay-type questions. Through the essay-type questions, I will assess the students' knowledge and understanding of fundamental concepts underlined in class and their ability to apply these concepts to international marketing cases.

Exam logistics. The final exam will, first and foremost, evaluate comprehension. Consequently, students will be allowed to bring a 21.5 x 27.9 cm “cheat sheet” with notes on both sides of the page. Notes can be hand-written or typed. The final exam will be 2h45 long. **No make-up exam under any circumstances.**

4.5 An active presence and participation in class (10%)

What am I looking for? A learning experience should be a joint responsibility between the Professor and the Students. We also intend to make this class a true seminar. Consequently, students' participation is instrumental in the dynamics of the course and the learning process. This means that students are expected to be physically and psychologically present in class and participate in a constructive way, even those who are introvert. In this regard, I will take into account the attendance, as well as the frequency and quality of

² Unless noted otherwise.

interventions. Lack of discipline and savoir-vivre will be penalised in the grade for oral participation. This includes, without being limited to, the inappropriate use of cellphones and computers in class.

Also, please note that students who cannot attend our classes, physically or psychologically and for whatever reason, should refrain from registering to this course! Moreover, by respect to your colleagues and the professor, as well as for creating an environment that is truly conducive to learning, cellphones must be closed and stowed away during the course. Otherwise, they will be confiscated.

Scale of grading

A+ = 90 and above	A = 85 to 89.9	A- = 80 to 84.9	B+ = 77 to 79.9
B = 73 to 76.9	B- = 70 to 72.9	C+ = 67 to 69.9	C = 63 to 66.9
C- = 60 to 62.9	D+ = 57 to 59.9	D = 55 to 56.9	E = 54.9 or less

In order for a student to pass the course MKG-5321, he or she must respect the two following rules:

- a. **Achieve an overall grade of at least 55% in all the activities of the course, as described in the evaluation section, AND**
- b. **Achieve an overall grade of at least 55% in the individual work and evaluation, as describe in the evaluation section. In this class, individual assignments represent 70% of your final grade.**

PLAGIARISM AND ACADEMIC FRAUD

Regulation no.18 (Règlement no.18) of the Université du Québec à Montréal deals with the integrity and honesty of academic work in all its forms. This regulation deals with all acts of plagiarism (copying, cheating, etc.) and all the penalties that may be imposed on the individuals found guilty of such act of plagiarism or fraud. It is the responsibility of everyone to be aware of the existence of this regulation. Ignorance of this regulation cannot be invoked in the defence of a student who has committed such an act. Professors and instructors have the duty to enforce its application. The text of Regulation no. 18 dealing with infractions of an academic nature is provided below.

Plagiarism

Regulation no. 18 on infractions of an academic nature

Any act of plagiarism, fraud, copying, cheating or falsification of a document which is committed by a student, as well as any participation in these types of acts or attempts at committing them, during an exam or assignment subject to evaluation or in any other circumstance, constitutes an infraction in the sense or meaning of this regulation.

The non-exhaustive list of infractions includes:

The substitution of persons or individuals;

The total or partial use of somebody else's text by pretending it to be your own, without reference to the original author;

The transmission of an assignment or work for evaluation which essentially constitutes an assignment or work which had already been the object of an academic evaluation at the University or in another institution of learning, except when a prior authorization had been granted by the professor;

Obtaining through theft, scheming, manoeuvring or corruption questions or of answers of exams or of any other non-authorized document or material, or of a non-deserved evaluation;

The possession or use, before or during an exam, of any non-authorized document;

The use during an exam of the copy of an exam belonging to another person;

Obtaining non-authorized help or assistance, whether it be collective or individual;

The falsification of a document, in particular, of a document transmitted by the University or of a document from the University which has been transmitted or not to a third party or person, under any circumstance;

The falsification of research data in an assignment or work, in particular, in a thesis, dissertation, a "mémoire-cr ation", a report on a practical training, stage, or a research project;

The penalties for the above infractions are specified in article 3 of Regulation no. 18;

For additional information on academic infractions and on how to avoid them, please see:

www.integrite.uqam.ca

Politique 16 sur le harc lement sexuel

Le harc lement sexuel se d finit comme  tant un comportement   connotation sexuelle unilat ral et non d sir  ayant pour effet de compromettre le droit   des conditions de travail et d' tudes justes et raisonnables ou le droit   la dignit .

La Politique 16 identifie les comportements suivants comme du harc lement sexuel :

1. Manifestations persistantes ou abusives d'un int r t sexuel non d sir es.
2. Remarques, commentaires, allusions, plaisanteries ou insultes persistants   caract re sexuel portant atteinte   un environnement propice au travail ou   l' tude.
3. Avances verbales ou propositions insistantes   caract re sexuel non d sir es.
4. Avances physiques, attouchements, fr lements, pincements, baisers non d sir s.
5. Promesses de r compense ou menaces de repr sailles, implicites ou explicites, repr sailles li es   l'acceptation ou au refus d'une demande d'ordre sexuel.
6. Actes de voyeurisme ou d'exhibitionnisme.
7. Manifestations de violence physique   caract re sexuel ou imposition d'une intimit  sexuelle non voulue.
8. Toute autre manifestation   caract re sexuel offensante ou non d sir e.

Pour plus d'information :

http://www.instances.uqam.ca/ReglementsPolitiquesDocuments/Documents/Politique_no_16.pdf

Pour rencontrer une personne ou faire un signalement :

Bureau d'intervention et de prévention en matière de harcèlement :
514-987-3000, poste 0886

<http://www.harcelement.uqam.ca>

V. BIBLIOGRAPHY

Mandatory book:

Hollensen, S. (2014). *Global Marketing*, 6th Edition. Harlow, Essex, UK: Pearson Education.

The mandatory book must be bought and the readings done.

Please, note that I will go above and beyond the book during our lectures. Each week, the chapters must be read in order to prepare for the class content and discussions. But by no means shall I repeat the book chapters during our classes.

Course site on moodle:

The course site can be accessed at <http://www.moodle.uqam.ca>. I invite all students to visit the site regularly for the course slides, updates, information and pedagogical surprises! Should you have a specific question for the professor, please contact me directly by e-mail, phone or at my office, not via the forum.

Other references:

Students may consult the business press as well as academic journals in order to find references that may be useful for the preparation of their work and for personal enrichment.

With this in mind, *The Globe & Mail* (www.globeandmail.com), namely Saturday's edition, as well as *The Economist* (www.economist.com) contains many articles that address international trade issues among others. Additionally, the Export Development Canada web site (EDC, www.edc.ca), has concrete examples related to exports and analyses on different countries. You may also find articles about marketing in *Canadian Business* (www.canadianbusiness.com).

Among the more academic journals, *Harvard Business Review*, *Journal of International Marketing*, *International Journal of Commerce and Management*, *Journal of Global Marketing*, *The Academy of Management Journal*, *The Academy of Management Review*, *The Academy of Management Executive* and the *Journal of International Business Studies* are good examples.

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VI. COURSE OUTLINE¹

Date	Content	Preliminary reading	Task
Week 1 January 7, 2015	Welcome to the “Dingy Dingy Show”! Introduction Teaching philosophy Course logistics and some rules of conduct Current international issues <ul style="list-style-type: none"> - The “globalization tornado” - Significance of international trade - Impact of current international issues on international marketing - Synthesis of syntheses. 	Hollensen, Chapters 1, 2.	<ul style="list-style-type: none"> ▪ Team formation for case presentations and selection of cases.
Week 2 January 14	Culture <ul style="list-style-type: none"> - Definition of culture - Elements of culture - Self-reference criteria (SRC) - Challenges posed by cultural differences - Culture and international marketing - The concept of “glocalization” - Ethics and culture - Synthesis of syntheses. 	Hollensen, Chapters 7, 18.	<ul style="list-style-type: none"> ▪ Last day for team formation, selection of cases and order of presentations to be submitted to the professor. ▪ Schedule of case presentations finalised.
Week 3 January 21	International marketing management (Part I) <ul style="list-style-type: none"> - Definition of international marketing - The internationalization process - Modes of internationalization. 	Hollensen, Chapters 3, 4, 8, 9 (focus on Chapters 3, 4 and 8).	<ul style="list-style-type: none"> ▪ One case presentation from chapter 3, 4, 8 or 9.
Week 4 January 28	International marketing management (Part II) <ul style="list-style-type: none"> - Sequential model - Leapfrog model - Institutional piggybacking 	Hollensen, Chapters 10, 11, 12, 13 (focus on Chapters 10 and 11).	<ul style="list-style-type: none"> ▪ One case presentation from chapter 10, 11, 12 or 13. ▪ Choice of organization and country for the

¹ For information purposes only. We may elaborate on certain items depending on the level of interest of students or difficulty of the topic. Furthermore, I am not responsible for events outside my control that occur during the semester.

	<ul style="list-style-type: none"> - Organizational structures - Synthesis of syntheses. 		<p>promotional campaign video ad presentation.</p> <ul style="list-style-type: none"> ▪ Formative evaluation of the professor.
<p>Week 5 February 4</p>	<p>Information retrieval</p> <ul style="list-style-type: none"> - Information retrieval in international marketing - International Marketing Information System (IMIS) - Secondary data: availability and credibility - Sources of secondary data - Research of primary data: feasibility and relevance - Results of research in international marketing - Applying information to the international marketing plan - Synthesis of syntheses. 	Hollensen, Chapter 5.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 5. ▪ Feedback with regard to the formative evaluation of the professor.
<p>Week 6 February 11</p>	<p>Product and brand management (Part I)</p> <ul style="list-style-type: none"> - National vs. global product - The core product - Auxiliary characteristics - Innovation and product adaptations - International product life cycle - Challenges in product management in international marketing - Synthesis of syntheses. 	Hollensen, Chapter 14.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 14.
<p>Week 7 February 18 (2:00 – 4:00 pm)</p>	<u>Mid-term exam</u>		
<p>Week 8 February 25</p>	<p>Product and brand management (Part II)</p> <ul style="list-style-type: none"> - Branding and its definition - Strategic construction of the brand - Brand management - Risks and rules on brand management - Synthesis of syntheses. 	Hollensen, Chapter 14.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 14.
<p>Week 9 March 4</p>	<u>Reading week</u>		

Week 10 March 11	<p>Pricing</p> <ul style="list-style-type: none"> - National vs. global pricing policy - Export pricing issues (escalating prices) - Pricing in foreign markets - International tenders - Synthesis of syntheses. 	Hollensen, Chapter 15.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 15.
Week 11 March 18	<p>Channels of distribution</p> <ul style="list-style-type: none"> - National vs. global distribution - Challenges surrounding international distribution - Channels of distribution - Identify, select and manage an international channel of distribution - Physical distribution - Incoterms - Synthesis of syntheses. 	Hollensen, Chapter 16.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 16.
Week 12 March 25	<p>Promotion and sales</p> <ul style="list-style-type: none"> - Promotional mix - National vs. global promotion - Challenges in international markets - Promotion vs. export and licensing. - Promotion vs. JV and FDI - International sales force - Synthesis of syntheses. 	Hollensen, Chapter 17.	<ul style="list-style-type: none"> ▪ One case presentation from chapter 17.
Week 13 April 1	<p><u>Promotional campaign video ad presentations</u></p> <p>Review of unfinished content.</p>	Hollensen, Chapter 19.	<ul style="list-style-type: none"> ▪ Promotional campaign video ad presentations.
Week 14 April 8	<p>Course wrap-up and synthesis</p> <ul style="list-style-type: none"> - International marketing in the future - International job offers - Synthesizing exercises: <ul style="list-style-type: none"> What have I learned? How have I improved during the semester? What skills could I offer an international marketing firm? <p>Preparation for the final exam</p> <ul style="list-style-type: none"> - Synthesis exercise - Q&A - Concluding remarks - The final word! 		<ul style="list-style-type: none"> ▪ Formative self-evaluation of your learning: Students will share their experience with other students following their self-evaluation. ▪ Questions.

Week 15 April 15 (2:00 - 4:45 p.m.; to be confirmed as soon as possible)	<u>Final exam</u>		
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BEST OF LUCK!

ENJOY THE SEMESTER!

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