

**PENNSYLVANIA STATE UNIVERSITY
THE BEHREND COLLEGE
SAM AND IRENE BLACK SCHOOL OF BUSINESS
MARKETING 445– Fall 2009**

Instructor: Dr. Syed Saad Andaleeb

Class time: T-R 11:00-12:15 REDC 204
Office hours: T 12:30 – 1:45 & 5:30-6:45; R 12:30-1:45
Meetings also by appointment.
Phone: 898-6431; Fax: 898-6223; email: ssa4@psu.edu
Room 272 REDC

Text: International Marketing 14th edition
Philip R. Cateora, Mary Gilly and John C. Graham

Prerequisite MKTG 301 or 501

Suggested Insightful Sources: Business Week/Economist/WSJ/CNBC/Travel Channel

This course attempts to address the challenges of marketing to a global population in the context of a new and potent force: Globalization. According to Akhter, "Products, services, and capital are increasingly exchanged in the borderless global economy. Firms that once relied on a single-country market are now vigorously competing for market share in a dynamic, complex, interdependent, and competitive global market." We are now in the era of the Internet and its expanding role, the emergence of the WTO, prominence of the BEMs and regional trade agreements, the growth and integration of the Asia-Pacific and other economies, the rise of market economies, green marketing, growing corruption, terrorism, and a host of other developments that have created both opportunities and threats. Enterprises that track these developments should be better able to act decisively and succeed in these turbulent times.

The course will present a systematic treatment of marketing on a global scale and will focus on five key areas: i) a conceptual overview of global marketing dynamics, ii) the environment of global marketing, including emerging markets and regional groups iii) conducting global marketing research iv) formulating global marketing strategy and v) ethical, financial, and human resource considerations.

Upon completion of this course, you should be able to i) research and analyze data pertaining to international marketing decisions via the Internet and other library resources, ii) understand the operation of the marketing environment outside the home country, iii) identify those issues and tasks critical to the prospects and problems of marketing in foreign countries, iv) analyze contentious contemporary issues that affect the introduction and sustenance of products in overseas markets, and iv) formulate global marketing strategy.

"He who learns but does not think is lost! He who thinks but does not learn is in great danger."

--Confucius

"We cannot learn without pain." –Aristotle

"Education is an admirable thing, but it is well to remember from time to time that nothing that is worth knowing can be taught" – Oscar Wilde

COURSE STRATEGY:

I believe in the active learning paradigm where knowledge is jointly constructed by students and faculty, where students are active constructors, discovering and transforming their own knowledge; the relationships among students and between faculty and students involve personal interactions; and learning includes a mixture of individual and cooperative activities.

Major concepts and issues will be covered through lectures and class discussions. Cases, videos, and other resources will augment important themes and concepts.

You are also required to write a group paper that focuses on country-analysis and writing of a marketing plan (potentially for a local company) that focuses on the country under study. In addition you will also follow developments in global markets and lead class discussions on emerging/current issues.

Class attendance, participation, assignments, etc. will all be evaluated. Additional and current readings of interest will be assigned as they show up in periodicals and related reading materials.

The course will challenge you and demand your time and creativity. It will also compete for time from other involvements. As a standard rule, you are expected to put in about two hours of work at home or the library for each hour of class time. I also believe that learning will occur when **YOU** take that responsibility. So, be prepared to be in the driver's seat. I see myself as a resource person and a guide. To make the classes productive, here are some of your responsibilities.

RESPONSIBILITIES:

- * Please turn off your cell phones; violations will be penalized.
- * Regular attendance is expected. Absences due to medical reasons, approved college activities, and/or emergencies are exceptions that you must document. You are responsible for obtaining materials covered during absences.
- * Late arrival in class is strongly discouraged. Primarily it is unprofessional; it is also not taken lightly in business circles. It is also disruptive for the entire class. Please adhere to this requirement.
- * Active participation in class discussions is highly encouraged. Please discuss and share your thoughts and ideas with the class. Active participation will be rewarded.
- * To relate conceptual materials to the real world, you are expected to read a variety of business periodicals regularly and watch TV programs that have international content (CNN and CNBC). These sources should enable you to relate to current global issues.

You are also expected to read all other assigned materials before coming to class.

Academic Integrity:

All students must follow the University Policy of Academic Integrity. This pertains to academic dishonesty including, but not limited to, cheating, plagiarizing, fabrication of information, etc. Please familiarize yourself with the policy at:

www/pserie.psu.edu/faculty/academics/integrity.htm. The University expects faculty to enforce the policy fully.

EVALUATIONS:

Exams: There will be two mid-term exams and a final, focusing on your understanding of the important concepts and their applications. The exams will cover assigned readings from the textbook, periodicals, and other references, as well as materials from case and class discussions. There will be no make-up exams except for legitimate and prior-approved reasons.

Paper: The paper will develop a global marketing plan for a local business written in two parts: a country/market analysis and a marketing strategy. Details will be provided in class.

Assignments: Brief papers will be assigned to explore contemporary issues and concepts.

Participation: This segment includes participation in class and case discussion. Bringing new materials, ideas, global developments to class are encouraged for full credit.

Attendance: Attendance will be recorded randomly and will account for 15 points. Perfect attendance is additionally rewarded. Missing three classes will negate the attendance points.

Grade Distribution:

Exams (3)	275 points	(75 + 100 + 100)
Paper (in two parts)	100 points	
Assignments	40 points	(or whatever % assigned)
Participation	35 points	<u>(includes attendance of 15 points)</u>
	450 total	

Grading Policy:

A = 92%+	A- = 89-91%		
B+ = 85-88%	B = 82-84%	B- = 79-81%	
C+ = 75-78%	C = 72-74%	D = 65-72%	F = Below 65%

COURSE SCHEDULE (Tentative)

<u>Aug</u> -25/27	Course overview Geography	Ch. 1 Ch. 3	
<u>Sep</u> -1/3	Cultural environment and global marketing	Ch. 4	
-08/10	Business customs and practices More culture (music, clothing, etc.)	Ch. 5	
-15/17	History/Political environment	Ch.3/6	
-22/24	Legal environment	Ch. 7	Exam 1 (24th)
<u>S/Oct</u> -29/01	Economic environment Trade theories and issues, institutions	Ch. 2	
-6/8	Emerging markets	Ch. 9	
-13/15	Regional groups (EU, MERCOSUR, ASEAN)	Ch. 10	
-20/22	Global information challenges	Ch. 8	
-27/29	Market entry	Ch. 11	Exam 2 (29th)
<u>Nov</u> -3/5	Global product issues	Ch. 12	
-10/12	Services/Business products	Ch. 13	
-17/19	Global distribution	Ch. 14	
-24/26	THANKSGIVING	Ch. 14	
<u>Dec</u> -1/3	Integrated Marketing Communications	Ch. 16	Project (3rd)
-8/10	Personal Selling/pricing	Ch. 17/18	
14-18	<u>FINALS</u>		

A note on the Career Development Center

The Career Development Center (CDC) can assist students with the process of career and life planning through a full range of programs and services. You may schedule appointments with the CDC staff to discuss issues including interests, skills, values, and goal setting, as well as how to find career information, internships, full-time jobs, and graduate schools. You are encouraged to utilize the services of the CDC every year from your first semester to graduation.

CDC Location: First Floor Reed Building

CDC Phone: 898-6164

CDC Web Site: <http://pennstatebehrend.psu.edu/cdc>