

**International Marketing
MARK 7369, Summer II, 2017**

**Professor Amy Vandaveer
375B Melcher Hall
Phone: 713-743-6075
avandaveer@uh.edu**

COURSE OBJECTIVES

This course is designed to introduce students to the tenets of marketing and how they apply in a local and international setting. Students will be exposed to subject areas such as: PEST and SWOT analysis, branding, attitudes, perceptions, preferences, marketing methods and buyer/seller behavior in a global marketplace. In addition, this course investigates first hand the buyer experience through mystery shopping and will evaluate promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and services in a local and international market.

COURSE OBJECTIVES:

International Marketing provides students with the opportunity to examine all aspects of the marketing mix on a global scale. The content of this course aligns with the following program outcomes:

1. To familiarize students with the cultural environment of Paris, France and to facilitate cross-cultural understanding
2. Be exposed to two different markets (Paris and Houston) and compare and contrast them based upon their cultures, lifestyles, and buying habits
3. Evaluate a company's marketing strategies and buying experience
4. To understand under what circumstances global marketing efforts differ from domestic marketing programs.
5. To provide students with the tools necessary to effectively assess the needs of a market and how businesses market themselves to meet those needs

REQUIRED READINGS:

It's highly encouraged for you to read the books BEFORE the trip to Paris. This will ensure that you gain the most out of the trip and also provides you with the knowledge necessary to view the week through a "marketer's eye."

- The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk; Al Ries & Jack Trout
- Global Brand Power: Leveraging Branding for Long-Term Growth; Barbara E. Kahn

REQUIRED CASES:

The cases are available to you at the Bauer Copy Center in Melcher Hall – first floor located at the corner closest to the UC. You can purchase them there.

- "Coca-Cola's Marketing Challenges in Brazil: The Tubainas War," Dennis Guthery, David Gertner, Rosane Gertner, 2004. Thunderbird School of Global Management. Product # TB0117-PDF-ENG.
- "Louis Vuitton in Japan," Justin Paul, Charlotte Feroul, 2010. Richard Ivey School of Business, The University of Western Ontario

BLACKBOARD LEARN

Blackboard Learn is a password-protected online course management system. Specific options for this class are described below. Starting on the first day of classes, students can use their cougar ID to log on to Blackboard Learn courses by going to <http://www.uh.edu/webct> and clicking the blue “Blackboard Learn” button.

Discussion Board: The discussion board tool will be used for discussions on the cases and group case presentations.

E-Mail: Use the e-mail option to e-mail your classmates or myself within Blackboard Learn. Outside e-mail addresses are not needed. Simply select your recipient(s) using the “Browse” function.

Individual Marketing Project: You will have the opportunity to be a “Marketing Consumer” in order to explore and examine firsthand businesses in Houston and Paris. This provides you with insight into the cultural differences of both markets and how businesses adapt and change to meet the needs of those markets.

Grades: Use this tool to access your grades for this class including group case presentations, the term paper, and the final course grade.

COURSE EVALUATION

| Assignment | Points |
|--|---------------|
| Contribution | |
| - Company Research and Questions | 10 |
| - Participation in Paris | 40 |
| * Professionalism/Promptness | |
| * Engagement with Professors, Peers, and Company Representatives | |
| Group Case Presentation | 10 |
| Group Case Discussion | 10 |
| Individual Marketing Project: | |
| - Secret Shopper (5 Paris/5 Houston) | 30 |
| - Local Market Assessment (10 Houston) | |
| - Paris Market Assessment (10 Paris) | |
| Total | 100 points |

Contribution

Prepare questions for host sites (10 points):

DUE BY MAY 19th - you must submit a list of questions you have prepared for *each* of our site visits. These should be thoughtful and meaningful. They should not be about basic information that is readily available from a reference book or a web site. They should be thoughtful, complex questions; there must be several questions for each host site. These should reflect your background research about the host site.

This must be a Word document, not just a list of questions in the text box of the Blackboard Assignment Drop Box. This assignment must be submitted on Blackboard using the Assignment Drop Box. I will not accept this assignment any other way, nor may you submit it late.

Paris (40 points):

The trip to Paris is an important part of this course. While in Paris, students are expected to represent the University of Houston in a positive and professional manner, and to participate in all required events. Your attendance, behavior, and involvement on the trip will comprise your participation grade.

This means, but is not limited to:

- Being prompt (on time!) for all meetings
- Being on the bus/in the lobby at the scheduled time of departure
- Being respectful of our host organizations and companies
 1. Not wandering in and out of meeting rooms during a meeting
 2. Not talking among yourselves while our hosts are presenting
 3. Being properly attired for each event (no denim allowed)
- Attending all scheduled events, meetings, and site visits
- Adhering to the dress code
- Active involvement throughout the trip (you cannot be a "silent participant" in all activities) – asking meaningful, intelligent questions - use the questions you prepared and submitted in advance.
- Participating with Group on Mystery Shopping Excursions/Research Trips in a cohesive and professional manner

Group Case Presentation (15 points):

Each group will read and analyze two case studies. At the end of each case study there is a decision that needs to be made. In addition, specific case study questions will be available in Blackboard. Group members need to place themselves into the situation of the case, decide what they would do in the circumstance, respond to the questions posted, and explain their proposed course of action, utilizing the readings/teaching from “Global Brand Power” and “The 22 Immutable Laws of Marketing” to provide rationale for their decisions. The questions and guidelines for the cases will be provided in a Folder on Blackboard Learn with the name of the case.

Groups will prepare 12-15 page PowerPoint presentations describing and justifying their decision. In preparing group presentations, it is not necessary for students to call the company described in the case, go on the internet, or otherwise attempt to find out ‘what happened’ in the case situation. Naturally, there are multiple reasonable courses of action for a company; the key aspect of the case analysis is the internal consistency of the decision and the action plan. Due dates are indicated in the schedule at the end of the syllabus.

An excellent presentation will: 1) follow the above requirements, 2) respond to all questions about the case, 3) clearly describe the reasons behind the decision; 4) provide an action plan; 5) provide consistent argumentation across slides, 6) be free of typos, grammar, and punctuation errors, 7) be well-referenced (sources of the material should be specified in the presentation), and 8) be well-organized (with agenda and summary slides).

International Marketing Project (30 points):

We are all consumers, however the goal of this course is to provide you the ability to understand how marketing impacts your consumption, particularly as we move into a global economy where we can buy anywhere and anytime. This is an individual project that requires you to assess and experience firsthand the impact of marketing on a local and international level. You will select a category of business (restaurant, hotel, fashion, jewelry, cosmetics, grocery, museums, concerts, etc.) to assess and experience in both Houston and Paris – they can even be the same business. You will compare and contrast your experience in Houston to the one in Paris. Parisians have a very lifestyle from Houstonians and therefore conduct their daily lives vastly different. This project provides students an opportunity to assess how

businesses effectively market and provide delivery of their goods and services in order to meet the needs of their market. Detailed instructions and suggestions of businesses will be provided on Blackboard in a folder named: Mystery Shopper Marketing Project.

For this project, you will assess and experience first hand following components of Marketing and how they are applied in Houston and Paris in order to

- Conduct PEST Analysis of Markets: Houston and Paris
- Assess the Marketing of a Houston AND Paris business based upon
 - SWOT analysis
 - Value Proposition
 - Marketing Mix: Product, Place, Price, Promotion
 - Personal buying experience
- Conduct a Mystery Shopping Experience at BOTH places of business in Houston and Paris – time is provided on Saturday afternoon in Paris for this
- Incorporate your experience, insight, lectures, exposure you gained from the trip
- Utilize the information from the required readings into your assessment of the businesses
- Write a paper about your experience as a consumer and what you saw, learned, and understood about marketing at the local and global level, incorporating all of the above.

TENTATIVE COURSE SCHEDULE:

Mandatory Orientation: TBD – Early May 2017, 9:00 am – 2:00 pm – Room 302 Melcher Hall

Company Research Questions: May 19th by midnight and submitted via Blackboard

Trip to Paris:

- May 29th – June 4th

Blackboard-based Case Analysis:

- June 12th – June 16th: Case 1 - Coca-Cola’s Marketing Challenges in Brazil: The Tubainas War
- June 19th -June 28th: Case 2 - Louis Vuitton in Japan

International Marketing Project: Uploaded to Blackboard Monday, June 27th by midnight.

GRADE DISTRIBUTION

Grades for this class will be determined by the total number of points that you earn during the semester based on the following scale:

| | | | |
|----|--------|----|-------|
| A | 100-93 | C+ | 79-77 |
| A- | 92-90 | C | 76-73 |
| B+ | 89-87 | C- | 72-70 |
| B | 86-83 | D | 69-60 |
| B- | 82-80 | F | 59- 0 |

ACADEMIC HONESTY

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook which can be found at

<http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C.T. Bauer College Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

INSTRUCTOR EVALUATIONS

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and to the Bauer College of Business through the evaluation process.