

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Spring 23
Discipline:	Marketing
Course Number and Title:	MKT 365 International Marketing (Section 1 and 2)
Division:	Upper
Faculty Name:	Samuel K. Doss, Ph.D.
Semester Credit Hours:	3

Prerequisites: One (1) upper-division fundamentals of marketing course

COURSE DESCRIPTION

This course examines marketing concepts, theories, and strategies, with the added complexities of doing business across borders. Many factors influence the opportunities and challenges an organization may face when attempting to cross borders and perform marketing functions in a dynamically shifting global marketplace. We will examine political, economical, social-cultural, ethical, technological, legal, and environmental factors that impact marketing decisions, within and outside an organization's home country. Additionally, entry-mode strategies will be analyzed for market opportunities, whether the organization is local or multinational, for-profit or nonprofit, a startup or existing enterprise, or in a fragmented or concentrated market. Throughout the semester, we will compare and contrast US marketing best practices, customs, and challenges, to the countries and cultures we encounter. Additionally, we will delve deep into the building blocks of marketing (product, price, place, promotion, branding, target marketing, and positioning) as related to the different ports of call.

LEARNING OBJECTIVES

By the end of this class students will be able to:

- Recognize the complexity of market entry strategies and the basic concepts unique to international marketing.
- Understand how marketers are influenced by economic, environmental, cultural, political, and legal changes.
- Utilize techniques for analyzing culture, product, pricing, distribution, and promotion strategies in a foreign market.
- Identify how consumers think, feel, and act in different and similar ways around the world.
- Assess market potential through segmenting, targeting, and positioning strategies.
- Locate and utilize key sources of information for conducting international marketing research.

- Understand the various environments that influence, facilitate, or limit the activities and business decisions taken by a firm by doing business internationally.
- Enhance written and oral communication skills.
- Engage in constructive criticism and collaborative decision-making within a classroom and a group.
- Demonstrate critical thinking and problem-solving abilities.

REQUIRED TEXTBOOKS

AUTHOR: Keegan and Green
 TITLE: Global Marketing
 PUBLISHER: Pearson
 ISBN: 9780134129945
 DATE/EDITION: 2017/9th Edition

TOPICAL OUTLINE OF COURSE

Embarkation Day – January 5

- 1: Introduction & Discussion
- 2: Ch. 1 Introduction to Global Marketing (pp. 21 to 30)
Quiz 1
- 3: Ch. 1 Introduction to Global Marketing (pp. 30 to 49)
Quiz 2
- 4: Ch. 2 The Global Economic Environment
Quiz 3
- 5: Ch. 3 The Global Trade Environment
Quiz 4
- 6: Ch. 4 Social and Cultural Environments
Quiz 5
- 7: Class Exercises Negotiations
- 8: Ch. 5 The Political, Legal, and Regulatory Environments
Quiz 6
- 9: Class Exercises
- 10: Ch. 7 Segmentation, Targeting & Positioning
Quiz 7

- 11: Ch. 8 Importing, Exporting & Sourcing
Quiz 8
- 12: Review for Field Program
(date subject to change based on location)
- 13: Ch. 9 Global Market Entry Strategies: Licensing, etc.
Quiz 9
- 14: Class Exercises
Field Reflection due 2 sessions after Field Program
- 15: Ch. 10 Brand and Product Decisions in Global Marketing
Quiz 10
- 16: Ch. 11 Pricing Decisions
Quiz 11
- 17: Ch. 12 Global Marketing Channels and Physical Distribution
Quiz 12
- 18: Ch. 13 Global Marketing Communications: Adv. & PR
Quiz 13
- 19: Class Exercises
- 20: Ch. 14 Global Marketing Communications: Sales Promo, etc.
Quiz 14
- 21: Class Exercises
- 22: Ch. 16 Strategic Elements of Competitive Advantage
Quiz 15
- 23: Class exercises
CEP due
- 24: Ch. 17 Leadership, Organization, & CSR
Quiz 16
- 25—FINAL CLASS: Promotion Campaigns Due and Presented

Disembarkation Day — April 20

FIELD WORK

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete a Comparative Experiential Project that span multiple countries.

Field Class & Assignment

STUDENTS: Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the [Spring 23 Courses and Field Class page](#) when available.

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute 20% of the contact hours for each course.

Field Class Title: Marketing Strategy in a Different Culture

Outcomes: Understand the techniques for analyzing culture, product, pricing, distribution, and promotion strategies in a different culture. Consumer behavior, target marketing, and positioning of the company are key elements to creating proper marketing strategies.

Activities: TBA

Assessment: 20% of the semester grade will be participation and the reflection paper of the field class. The reflection paper will be due a few class periods after the field class.

1. Discuss, in detail, three interesting things you learned during the visit. Why were they interesting to you?
2. Discuss, in detail, the positioning of the company. How are the different elements of the marketing mix supporting this positioning?
3. Discuss, in detail, three marketing-related concepts that we discussed in class that you witnessed during the field class. Were these concepts aligned with our class knowledge, or were there changes based on the culture?
4. Discuss, in detail, at least 3 things that worked well for the organization but were surprising to you. Could each of these be brought back to your home country for a specific business/organization? Why, or why not?
5. If the organization was able to hire you on a 6-month project (with compensation and funds for travel), what are 3 initiatives you would pursue? Provide brief suggestions on how you would carry them out.

Comparative Experiential Project

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

The CEP (for this course—16% of the semester grade) is the opportunity for students to apply the knowledge of the marketing mix (4 Ps of product, price, place, and promotion) to an international corporation.

Students will compare and contrast a stand-alone (not at train/subway/airport locations or limited seating) McDonald's in 3 different regions. Through the student's in-store experience, photos (in the McDonald's and promotion throughout the city), and customer interviews, students will analyze how McDonald's adjusts its 4 Ps to "think globally, act locally."

An example and more details will be given in class at the beginning of the semester.

This semester long project may be submitted anytime (after 3 separate countries) during the semester but no later than class #23.

METHODS OF EVALUATION

- 16% Comparative Experiential Project (CEP)
- 20% Field Class and Field Class Assignment
- 28% Quizzes (14 out of 16 counted at 2% each)
- 10% Group Country Presentation
- 22% Group Project Promotion Campaign
- 4% Group Promotion Campaign Presentation

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the academic partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea® classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

CLASSROOM CLIMATE

Semester at Sea® is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, *and* members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of *all people* with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace *all people* within the shipboard community and in each country we visit.
- **Integrity:** We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.
- **Excellence:** We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the **Course Registration Packet**, posted to the student portal prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea[®] courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILMS

None

ELECTRONIC COURSE MATERIALS

None