

University of Florida  
College of Business Administration

**MAR 6157: INTERNATIONAL MARKETING**  
Fall 2017 (Module 1)

**Professor:** Dr. Jinhong Xie (pronounced SHEE-a, 谢劲红)  
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**Office hours:** 4:00-5:00pm (Mondays and Wednesday)  
**Class Times:** You are required to attend the class for which you are registered  
Section 4848 (A): M/W Period 3-4 (9:35am-11:30am), STZ102  
Section 6805 (B): M/W Period 7-8 (1:55pm -3:50pm), HGS340  
**TAs:** Sungsik Park ([clay.park@warrington.ufl.edu](mailto:clay.park@warrington.ufl.edu)); Man Xie ([xmkimi@ufl.edu](mailto:xmkimi@ufl.edu));  
Xi Zhang ([Xi.Zhang@warrington.ufl.edu](mailto:Xi.Zhang@warrington.ufl.edu)).

**Course Objective:**

This course aims to develop students' analytical, decision making and communication skills related to marketing management in a global economy. Students learn major international marketing concepts and develop cross-cultural sensitivities and skills that will enable them to identify, analyze, and solve international marketing problems.

**Course Description:**

This course explores how global marketing decisions are affected by economic, social, legal, and cultural factors, many of which vary substantially from country to country. Students learn how to analyze the potential of foreign markets, evaluate alternative market entry strategies, compare consumer differences and similarities across markets, adjust marketing strategies to local conditions, and manage product crises that affect brand image and long-term profit in foreign markets. Marketing challenges are presented from a practical managerial perspective, with reference to many real-world examples.

The course employs a combination of lectures, discussions of readings, case analyses, in-class exercises, and a group project to achieve the course objectives. Class sessions will highlight the key concepts/methods, focus on important insights, and stimulate your thinking. In discussing various concepts and issues, the emphasis is on their application and interpretation in real world applications. *Critical thinking* and *active involvement* of students in class discussions are keys to achieving the course objective. Students are expected to be fully prepared for and actively participate in class discussions.

**Course Materials:**

- Textbook (optional): Warren J. Keegan and Mark S. Green, Global Marketing, 9<sup>th</sup> Edition, Prentice Hall (earlier editions are workable).
- Lecture notes (the course website).
- HBS cases (Target Copy Center, 1412 West University Ave.)
- Readings (Target Copy Center, 1412 West University Ave. You can also find them from UF library's online journals)

## **Course Website:**

The site contains various information that you will find useful over the course of the semester, including the syllabus, lecture notes, assignments, and readings. It should be the first place you visit if you have a question related to the course. Also, throughout the course, announcements and updated documents will be posted on the course website, so please visit the website periodically.

## **Course Organization and Assignments:**

### **1. Readings**

- I have assigned a number of articles, some as required readings, and others as recommended readings. You are expected to keep up with these readings and be prepared for class discussion.
- Each team will be assigned to present one of the required readings.

### **2. Teams**

- Teams will be formed during our first class meeting.
- Each team needs to select a team coordinator and submit Team Organization Form (see the course website).
- A Peer Evaluation form (see the course website) will be filled out at the end of the semester. The grade that you receive for team assignments may be adjusted based on the peer evaluation.
- Please alert me of any major difficulties you encounter with your team members as early as possible, so that we can work out a solution without adversely affecting anyone's grade.

### **3. HBS Cases:**

We will analyze and discuss two real-world cases. For each case, each team will submit an analysis (PPTs). All team members need to be prepared to discuss your analysis in class.

### **4. Course Project:**

Each team will complete a course project. Given the increasing importance of emerging markets in the world economy, the course project is designed to advance students' understanding of opportunities and challenges regarding these important emerging markets and the recent globalization of firms from these emerging markets. The details of the project will be specified in the file "Course Project" (see course website). To ensure you have sufficient time to complete the project, your team should start the project in the **first week** of the course.

### **5. Quiz and Exam:**

- There will be one quiz (closed-book) and one exam (closed-book). They will cover material from the required readings, handouts, and class discussions. They will consist of multiple choice questions, short answer questions, and short essays questions based on the material covered.
- Quiz/exam may not be made-up unless there is a documented emergency (e.g., illness with doctor's note) as defined by [UF's attendance policy](#).

### **6. Extra Credit Opportunity:**

Any student can earn up to 1-3 percentage points of extra credit by preparing and delivering a 7-minute PowerPoint presentation to the class on a current topic related to international marketing. Topics might involve a new global trend, a recent event, a practice of a particular firm/industry, or unique policy/characteristic of a foreign country. Presentations should not simply recount an event. They should reflect some research into the background of the topic, and some analysis of how various principles learned in the course can be applied. The number of extra credit points awarded will depend on the depth and quality of your presentation. If you are interested in making an extra credit presentation,

you must inform me by email **no later than the end of the second week**. I will then assign a specific date for your presentation.

## 7. Discussion Board

- Discussion Board is a place for you to recommend to your classmates valuable information you found (must be related to **international marketing**). Examples include ad videos, news articles, examples of successful/failed global market entry, crisis management, and other topics covered in class.
- Each student is required to recommend two items during the module (one before and one after the quiz). Each recommendation must be unique (check the discussion board before posting).
- For each recommendation, you need to provide the information (or link) **and** write a paragraph stating the reasons for your recommendation. The quality of your recommendation will be considered as part of your class participation performance.
- You should periodically check the discussion board and benefit from the information recommended by your classmates.
- You are encouraged to make comments on the information provided by your classmates.

## 8. Written Deliverables:

- Assignments due date are specified on the class schedule. **Late work will NOT be accepted**
- File name format requirements:
  - (a) Team submissions: Team #\_Task (e.g., A1\_Article Summary.ppt; A2\_Case 1.ppt)
  - (b) Individual submissions: Team #\_Your Name Task (e.g., A1\_John Zhang\_Extra Credit.ppt)
  - (c) Email: please include your team # and your name in the subject line.
- All writing assignments must be typed, double-spaced, and submitted via course website.

## Attendance and Class Participation:

You are required to attend all classes and arrive on time. Class participation (**15 percent** of your grade) will be based on your class attendance, discussion board participation, and most importantly, on the level/quality of involvement in class (e.g., your attention to lecture/video/presentations by other teams, and your level and quality of participation in class discussion). To assure credit for remarks in the classroom, each student should display a name card in large bold lettering at their seat. Use your electronic devices only for class-related work during class.

Excused absences are available only for certain documented situations as defined by [UF's attendance policy](#). Religious observances are excused absences, provided I am notified by email ([xiej@ufl.edu](mailto:xiej@ufl.edu)) BEFORE the absence.

## Academic Honesty:

This course follows general university policy regarding academic honesty (Please refer to the University of Florida's Student Honor Code: <http://www.dso.ufl.edu/judicial/honorcode.php>)

## Accommodations for Students with Disabilities:

This course follows university guidelines for accommodating students with disabilities. Students can request accommodation by following the procedures at [dso.ufl.edu/drc/](http://dso.ufl.edu/drc/).

## Grading and Evaluation

<b>Individual (60%)</b>	Quiz	10%
	Exam	35%
	Class Participation	15%
<b>Team (40%)</b>	HBR article presentation	5%
	Case Analysis (PPTs)	10%
	Course Project Part I: Country Analysis (30%) Part II: Marketing Plan (70%)	25%
<b>Total</b>		100%

## Course Schedule<sup>1</sup>

Week	Date	Topic	Textbook Chapter	Assignments
1	8/21 (M)	Course Overview Formation of teams and select team coordinators	1	Submit Team Organization Form before 6:00pm, 8/22 (Tu.)
	8/23 (W)	Global Marketing Environment I: Economic and Trade Environment	2, 3	Team article presentation (PPTs) due, 11:50pm, 8/26 (Sa.)
2	8/28 (M)	Team project plan		
	8/30 (W)	Global Marketing Environment II: Social and Cultural Environment	4	Team Project plan due, 11:50pm, 8/30 (W)
3	9/4 (M)	No Class (Labor Day)		
	9/6 (W)	Global Marketing Environment III: Political and Legal Environment	5	Case 1 due, 11:50pm, 9/8 (F)
4	9/11 (M)	Global Market Entry Strategy Quiz	8, 9	
	9/13 (W)	Presentation 1 (country analysis)		Submit your presentation (PPTs) before 8:00am, 9/13 (W)
5	9/18 (M)	Global Marketing Strategy I: Branding & Product Strategy	10	Case 2 due 11:50pm, 9/18 (M)
	9/20 (W)	Global Marketing Strategy II: Marketing Communication	13, 14	
6	9/25 (M)	Global Marketing Strategy III: Pricing and Distribution Channel	11, 12	
	9/27 (W)	International Marketing Crisis Communication		
7	10/2 (M)	Project Presentation 2 (Marketing Plan)		Submit your presentation (PPTs) before 8:00am, 10/2 (M)
	10/4 (W)	Exam		

<sup>1</sup> Course topics and assignment due dates are subject to change. Instructor will notify you in advance.