

Professor: Dr. Yu Henry Xie
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Spring Semester 2007
Class Room: Education Center 115
Class Time: TR 12:15 – 1:30 PM

Course Materials

1. *International Marketing*, 13th Edition, Cateora and Graham, McGram-Hill.
2. Periodic handouts and other materials provided by the professor.
3. In addition to the assigned text material, students are encouraged to read international marketing-related articles from sources such as *The Economist*, *BusinessWeek*, and *The Wall Street Journal*.

Course Objectives

1. To provide students a global perspective and awareness of global economy and marketplace.
2. To explain and illustrate the complexities and multiple facets of the international marketing environments.
3. To provide students with a foundation in the principles, key concepts and methods of international marketing.
4. To help students apply marketing principles and analysis to international business environment; and develop skills in marketing mix for an international marketing program.

Class Format

Class sessions consist of lectures that highlight key topics and concepts; as well as class discussions and additional assigned readings. Lectures do *not* cover every detail of the textbook. Students' participation and input in classroom setting are highly encouraged and consequently rewarded. Keeping pace with the reading list in class schedule is most helpful for you to benefit from this course.

Course Components

Attendance and Participation

This course requires regular attendance, active participation and contribution from every student. Mere attendance is insufficient for class participation. Attendance is required and will be recorded. You are allowed to miss a maximum of two class meetings during this semester. Other than these two, only absences due to documented College of Charleston activities, medical emergency with doctor's notification, or family emergency with written confirmation will be excused. Three and four absences will result in a reduction of 30 points from the attendance/participation grade. Five or more absences result in 0 points for the attendance/participation grade. Students should be prepared to actively contribute to the class in forms of comments, questions, examples and personal experiences. Students are also encouraged to provide documentary contributions in the forms of printed text, image or reference. Students should turn in their one-page self-evaluations of participation in the middle and at the end of the semester. Your final participation grade is dependent on your candid self-evaluation, my observation and your attendance record.

Note: please turn off electronic devices such as cell phone, PDA and laptop during class.

Article Discussion

Each student is expected to bring to class at least two international marketing-related articles and to share your comments and engage in class discussion on topics related to these articles. Please submit a copy of each article for the purpose of record. This component is separate from class participation.

Exams

There are *three* non-cumulative exams during the course of the semester. Each exam is worth 150 points each (450 points in total). The chapters covered in each exam are listed in the class schedule. If you are unable to take the exam on time due to rare, excusable reasons, you will be given a different exam at a time and place of the instructor's choice.

Group Project

Students will form groups of 4 students for the group project. This project is designed to foster your analytical skills in international marketing and to help you integrate your knowledge in different business disciplines.

Detailed instruction for this part of group project will be handed out in class. In addition to a written project report, each group is expected to make a 20-minute oral presentation of their international marketing plan followed by a 5-minute Q&A session. Fellow students and the professor will evaluate the presentation. The performance of group project will be determined by the quality of written report and oral presentation. There will be a peer evaluation for group members. Your grade of team project will also reflect your group members' assessment of your performance in the group project. Please refer to the class schedule for due dates for various stages of the project.

Case Studies

Case analysis and active participation are integral parts of the class. Therefore, it is expected that the students are fully prepared for case analysis and discussion. There are eight cases that are selected for analysis and class presentation. Each group will be assigned once case and do a 20 minute in-class presentation. *NO written report is expected from the presenting groups.* All other groups will turn in a two-page summary of their analysis of the case and join the discussion following the presentations. The presentations will be judged by fellow students and the professor on the basis of the depth of analysis as well as the quality of presentation.

General Policy

Academic Honesty Policy

Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students with Disabilities

If a student in this class has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours or by appointment.

Make-Up Work and Due Dates

There is no extra credit for this class. Make-up work is not available to compensate for unexcused absences or low grades. All assignments must be completed on the date specified by the instructor and/or stated in the class schedule of this syllabus. Assignments turned in late will not be accepted.

Grade Assessment

Attendance / Participation	100 points
Article Discussion	50 Points
Case Studies	100 points
Team Project (Business Customs)	50 points
Team Project (Marketing Plan)	200 points
Exams	450 points
<u>Career Development</u>	<u>50 points</u>
<i>Total</i>	<i>1000 points</i>

Grade Scale

A	940 points and above
A-	900 – 939 points
B+	860 – 899 points
B	830 – 859 points
B-	800 – 829 points
C+	760 – 799 points
C	730 – 759 points
C-	700 – 729 points
D+	660 – 699 points
D	630 – 659 points
D-	600 – 629 points
F	Below 600 points

Class Schedule

Date	Topic(s)	Chapter(s)	Assignment(s) Due
01/09 Tuesday	Introduction and Syllabus		
01/11 Thursday	The Scope and Challenges of International Marketing	Ch. 1	
01/16 Tuesday	The Dynamic Environment of International Trade; History and Geography: The Foundations of Culture	Ch. 2 and Ch. 3	Groups Formed/Assigned
01/18 Thursday	Cultural Dynamics in Assessing Global Markets; Culture, Management Style, and Business Systems	Ch. 4 and Ch. 5	
01/23 Tuesday	<i>Cases: Nestle / Coke & Pepsi / Euro Disney /</i>	Gs. 1 – 3	Case Analyses
01/25 Thursday	The Political Environment; The International Legal Environment	Ch. 6 and Ch. 7	
01/30 Tuesday	Special Topics		
02/01 Thursday	Exam I		
02/06 Tuesday	Global Marketing Research	Ch. 8	
02/08 Thursday	Emerging Markets; Multinational Market Regions and Market Groups	Ch. 9 and Ch. 10	
02/13 Tuesday	<i>Cases: Starnes-Brenner / McDonald's / Airbus</i>	Gs. 4 – 6	Case Analyses

02/15 Thursday	Global Marketing Management	Ch. 11	
02/20 Tuesday	International Negotiations	Ch. 19	
02/22 Thursday	Group Presentations (Business Practices)	Gs. 1 – 4	
02/27 Tuesday	Group Presentations (Business Practices)	Gs. 5 – 8	Midterm Self-Evaluation
03/01 Thursday	Midterm Exam		
03/06 Tuesday	<i>Spring Break</i>		
03/08 Thursday	<i>Spring Break</i>		
03/13 Tuesday	Special Topics		
03/15 Thursday	Special Topics (project proposal)		
03/20 Tuesday	Products and Services for Consumers; for Businesses	Ch. 12 and Ch. 13	
03/22 Thursday	International Marketing Channel	Ch. 14	
03/27 Tuesday	Exporting and Logistics	Ch. 15	
03/29 Thursday	<i>Cases: swifter, higher / easyCar.com</i>	Gs. 7 – 8	Case Analyses
04/03 Tuesday	IMC and International Advertising; Personal Selling and Sales Management	Ch. 16 and Ch. 17	
04/05 Thursday	Special Topic		
04/10 Tuesday	Pricing for International Markets	Ch. 18	
04/12 Thursday	Group Presentation	Gs. 1 – 3	
04/17 Tuesday	Group Presentation	Gs. 4 – 6	
04/19 Thursday	Group Presentation	Gs. 7 – 8	Project Report; Peer Evaluation; Final Self-evaluation
04/24 Tuesday	Reading Day		
05/01 Tuesday	Final Exam (12:00 – 3:00pm)		

Note: This schedule is subject to changes. Any changes will be announced in advance.