

International Marketing
MKT 405

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Course Description

This 3 credit course will be based in both the field and in the classroom. The program will involve a 2-day orientation in Los Angeles and a 12-day field trip through Sydney and Cairns (Australia), as well as presentations and seminars at the University of Technology Sydney (UTS) and James Cook University (JCU) in Cairns. UTS is a tertiary provider with a student population of 27,000 based in central Sydney, and JCU is based in Cairns with a student population of 2,000.

Prerequisites

MKT 301: Principles of Marketing or the equivalent
Students in good standing from other institutions will be eligible to participate, as long as they have been accepted and are registered by St Bonaventure.

Required Reading

De Mooij, Marieke K. (2005), *Global Marketing and Advertising*, 2nd edition, Sage Publications. ISBN 978-1412-9147-65.

Essential Background: Australia. Collection of material about the History, Culture, Geography, Government, Economy, Plant & Animal life of Australia.

Course requirements

1. Participate in all field experiences, lectures / discussions, projects, and general activities.
2. A test on course content.
3. An applied advertising / promotional project with a marketing research component.
4. Maintain a journal throughout the trip.

Course objectives

Specific objectives will include the following:

1. To gain an appreciation for the importance of cultural differences when conducting business overseas;
2. To examine the operations of multinational corporations and foreign corporations and their effect on international business;
3. To explore the complexities involved in making marketing decisions in an international context due to environmental differences existing between domestic and international markets;
4. To examine the factors that international marketers should consider in developing strategies associated with market segmentation and the 4 Ps of the Marketing Mix (i.e., product, price, place, promotion) for their overseas markets;
5. To examine marketing problems confronting international marketers in conducting marketing research.
6. To develop a working knowledge of international business and marketing through field experiences, seminars, and presentations.

Course grading

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| 10 points | On-site student participation |
| 25 points | Test |
| 15 points | Journal |
| 15 points | Marketing Research report |
| 35 points | Marketing project |

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| A | 93.5 - 100 points |
| A- | 89.5 – 93.4 points |
| B+ | 86.5 – 89.4 points |
| B | 82.5 - 86.4 points |
| B- | 79.5 – 82.4 points |
| C+ | 76.5 – 79.4 points |
| C | 72.5 - 76.4 points |
| C- | 69.5 – 72.4 points |
| D | 59.5 - 69.4 points |
| F | below 59.4 points |

On-site student participation

The ability to interact and debate in real time with others to address problems, opportunities, and issues is a very important skill. This means you must be prepared to offer your analysis and justify your reasoning on different issues being discussed about the readings and company visits. In short, your comments are crucial to the dynamics of the class. What you get out of this course will depend to a great extent on what you put into it.

Your participation will be measured based on both quantity and quality. Your participation has to be of sufficient quantity to afford a reasonable basis for assessment. However, a more important aspect of your participation is that your comments are of “high” quality and that your comments and responses trigger thoughtful responses from others.

Test

The test will be taken on our second day in Australia. The test will consist of a series of short answer questions and will cover material from the readings. A list of study questions will be provided when the readings are sent to you. Students will have one hour to complete the test.

Journal

You are required to keep a detailed journal addressing the learning events of each day. We will discuss your journal entries regularly.

Project

The class will be split into groups, and groups will compete against each other in a manner to similar to The Apprentice. The groups will have identical assignments and will be given their brief from the Marketing & Sales Manager for the Sydney Kings of the Australian National Basketball League (NBL). The brief will focus on the development of a promotional idea designed to generate increased ticket sales and the communication plan necessary implement this idea. A final presentation will be made by each of the groups to the Kings at the end of the course. The presentation will be 10-15 minutes long. In addition, a brief summary (no longer than 3 pages) outlining your proposal will be handed in. It is important to realize your team is trying to get hired so you need to be well presented and work as a team, with high energy.

Each group member will have an opportunity to evaluate every other group member, and these evaluations will be used as part of your grade.

Marketing Research Report

As part of the project, each group will be required to conduct a survey to gather information related to their project. Each group will need to determine what information they require, design a questionnaire to obtain that information, collect the data, and provide a summary report of the information acquired.

University honor code

St. Bonaventure University (SBU) seeks to promote and ensure academic honesty and personal integrity among students and other members of the University Community. SBU considers cheating and plagiarism to be serious acts of dishonesty. All graded work must be your own individual work unless specifically stated otherwise in the course guidelines. Material quoted from any other source must be clearly acknowledged. You must not copy the work of another person (student or published work) in any form, including examinations, tests and assignments. Any person who is found to have copied someone else's work, or to have allowed their work to be copied, will receive a fail grade for that piece of assessment and may face disciplinary action which may lead to a fine, community service or exclusion from the university, or dismissal from the program.

St. Bonaventure University

St. Bonaventure has followed the guidelines provided by the different Associations of Colleges and Schools (e.g., Middle States Association of Colleges and Schools) as well as American Assembly of Collegiate Schools of Business (AACSB). St Bonaventure University is an AACSB accredited university. Contact hours for the course are greater than 45. Assessment, grading, and course objectives are all appropriate for the course.