

Spring Semester 2009
International Marketing
BUS 473

Professor: Dr. John Planchon

Office: Buckman 332

Telephone: 843-3922

Office Hours: 2:00—4:00 p.m. Monday/Wednesday or by appointment. Please feel free to drop by my office whenever you need to speak with me; however, if it is not during office hours, I may have other obligations and be unable to talk with you. Please don't be offended if that happens. Also, the time immediately before a class meeting is very important to me. Please do not drop by my office for help in the hour before a class meeting.

E-mail: planchon@rhodes.edu

Text: Harvard Business School Cases will be purchased from the Bookstore by students. (It is illegal to copy another student's cases.) Other reading assignments will be made to cover specific aspects of international marketing e.g., modes of entry, international branding, home country advantage, pricing, and so forth. Since these readings will come from many sources, they will be made available on reserve in the library or from the professor. The assignments are alluded to in the syllabus and will be made specifically in class. Each student is responsible for being present in class and knowing these assignments.

Course Perspective and Objectives:

The international marketing course is designed to provide students with (a) familiarity with the problems and perspectives of marketing across national boundaries and within foreign countries; (b) insights into environmental perspectives of doing business outside the home country; (c) analytical ability to make marketing decisions facing all firms (exporters, licensor/licensee, joint venture firms, firms with overseas subsidiaries) engaged in business outside the U.S.; and (d) knowledge of tools and practices for structuring and controlling marketing programs related to overseas business. Given that this is the only international marketing course available to you at Rhodes; it will be very broadly based. Further, it will depend upon the other international business courses to provide more specific information for their disciplines—management, finance and accounting. If you desire more depth in any area of marketing, please let me know, and I'll provide you with additional readings and/or discussion.

Further, I hope that each student will develop confidence in her or his ability to analyze business situations and to make recommendations based those analyses, develop oral presentation skills through presenting and discussing cases, and develop written communication skills through writing cases.

II. RESPONSIBILITY OF THE STUDENT

1. Adequate preparation before each class of all assignments
2. Thorough understanding and critical evaluation of material covered in the course

3. Regular attendance and active/meaningful participation in class*
4. Scheduling of appointments with the teacher when you are having problems with the course. (You should anticipate talking with me a great deal outside of class about the cases. Although I will not “give you the answer,” I will eagerly serve as a guide in helping you find “the answer.”)

*Please note that a substantial portion of your course grade will be based on classroom performance. Attendance is a necessary though not sufficient condition for a good evaluation in classroom performance. That is, excessive absence will result in a poor classroom performance evaluation. Further, it should be noted that frequent contributions “just to be heard” are not marks of “active/meaningful” participation. The student who listens, thinks, and synthesizes material and then makes substantive comments brings much more to the classroom than one who insists on talking in hopes of getting a high classroom performance evaluation.

Grading and Evaluation

Course grades are earned according to the following scheme.

94 - 100	A	74 - 76	C
90 - 93	A-	70 - 73	C-
87 - 89	B+	67 - 69	D+
84 - 86	B	64 - 66	D
80 - 83	B-	60 - 63	D-
77 - 79	C+	BELOW 60	F

A weighted course average will be calculated using the following weights for the course components.

Cases (3 @15%)	45 % ¹
Mid-term case	10 % ²
Final Exam.	15 % ²
<u>Classroom Contribution</u>	<u>30 % %³</u>
	100%

¹ All cases, presented and written as a group, are to be pledged as only the group’s work. One grade will be given for the group’s work. The use of any “old cases” from previous classes or other sources is considered cheating. A group pledging its work also pledges that it is the result of equal efforts by all members of the group.

² The mid-term and final exams will consist of a case to be completed individually. You may not use old others’ old cases or enlist the help of anyone else in preparing for the midterm and final.

³ Classroom contribution: This portion of your grade **does not** include your presentation of cases assigned to you to be presented to the class. It **does** include the discussion of all other cases as well as other assigned readings. All students are responsible for being prepared to discuss all cases and assigned readings.

Syllabus Addendum for Cross-Listed Undergraduate and Graduate Courses

At Rhodes, cross-listed courses are those which count as both undergraduate and graduate courses. Separate course numbers are assigned to the undergraduate and graduate components of the course. Graduate students enrolled in these courses should be aware of the following provisions:

Each student is responsible for assuring that he or she is enrolled in the appropriate course level. Graduate students who enroll under the undergraduate course number will not receive graduate credit. The registrar will not retroactively change the number.

Graduate students may not take a cross-listed course for graduate credit if he or she has already received undergraduate credit for a course that covered essentially the same material.

In all cross-listed courses, graduate students must complete work that is substantially more advanced than the work expected of undergraduate students. Even when a common syllabus forms the basis of the graduate and undergraduate components, the graduate students must demonstrate higher levels of knowledge and intellectual inquiry. Therefore, the professor will require graduate students to complete a significant number of assignments that are substantially more advanced in quantity, complexity, and/or analysis. These extra requirements may take many forms, such as additional or different research, readings, presentations, or quantitative analyses.

Graduate students should schedule an appointment with the professor to determine the additional graduate expectations of a cross-listed course.

Working Groups
Spring Semester 2009
BUS 473-573, International Marketing

Group A

Jeff Blumenthal
Larry Cunningham
Chip Hilley

Group B

Andyshea Saberioon
Will Raines
Blake Wilson

Group C

Sarah Crowley
Adeeti Amin
Brooks Royer

Group D

Dana Pier
Whitney Faust
Jessica Harris

Group E

Karlyle Alvino
Liz Wright
Jeremy Moye

Group F

Al Aubel
Clark Ruppert
Walton Leavell

Course Schedule: Spring Semester 2009

International Marketing BUS 473-573

Changes might be made to this schedule. If so, they will be announced, and students are responsible for them.

Thursday	15-Jan-09	Introduce the course and assign Niconil
Tuesday	20	Introduction fo Case analyses and writing
Thursday	22	Discussion of Niconil using Students' answers to assigned questions; readings for international branding assigned
Tuesday	27	Individual introduction "executive summary" of Niconil due. Lecture/discussion of international branding
Thursday	29	Individual written cases for Niconil due; International Branding continued
Tuesday	3-Feb	Discussion of writing on Niconil; Group write up for Niconil assigned; Complete discussion of International Branding; assignments for modes of international market entry
Thursday	5	Lecture/discussion of of strategies for international growth and modes of entry continued; introduce Heineken and Stella
Tuesday	10	Groups A & B present The case of Heineken; All be prepared to discuss the Case of Stella Artois and Heineken
Thursday	12	Debrief the cases of Stella Artois and Heineken; introduce Lenovo
Tuesday	17	Groups C & D present Lenovo; All prepared to discuss/question
Thursday	19	Debrief the case of Lenovo; introduce L'Oreal
Tuesday	24	Groups E & F present the case of L'Oreal; all prepared to discuss/question
Thursday	26	debrief L'Oreal; introduce Vietnam
Tuesday	3-Mar	Review where we've been and discuss the midterm case; introduce VietNam
Thursday	5	In-class Mid-term exam
Tuesday	10	Groups ABC present Vietnam
Thursday	12	Debrief Vietnam
Tuesday	17	Spring Break
Thursday	19	Spring Break
Tuesday	24	Blue Ocean; class lecture/discussion
Thursday	26	Blue Ocean--Yellow Tail Wine; set up BRL Hardy; assignment on managing the global marketing effort
Tuesday	31	Groups DEF present BRL Hardy
Thursday	2-Apr	Debrief BRL Hardy; lecture on countrny of origin and financing the international marketing model
Tuesday	7	Continue discussion of country of origin and selecting a model to manage risk in the international marketing model; introduce Gucci A
Thursday	9	Easter Break
Tuesday	14	Groups A & B present Gucci
Thursday	16	Debrief Gucci and introduce Benetton
Tuesday	21	Groups C & D present Benetton
Thursday	23	Debrief Benetton and introduce Dell New Horizons
Tuesday	28	Groups E & F present Dell New Horizons; all prepared to discuss/question
Thursday	30	Debrief Dell and discuss final; course summary