

**Spring Semester 2008
International Marketing
Business 573**

Professor: Dr. John Planchon

Office: Buckman 332

Telephone: 843-3922

Office Hours: 2:00—5:00 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

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.

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, 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. 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.

Schedule

We should plan to follow the schedule this schedule; however, it might be necessary to make some revisions during the term. You are responsible for any revisions that need to be made and are announced to the class. Cases will be presented on Tuesdays

Date	Assignment
Thursday, January 10	Introduction
Tuesday, January 15.....	Introduction & Nikonil
Thursday, January 17	Introduction & Nikonil
Tuesday, January 22.....	Nikonil
Thursday, January 24	Nikonil & Writing Cases
Tuesday, January 29.....	Nikonil & Writing a Case
Thursday, January 31	Nikonil and writing a case
Tuesday, February 5.....	Vietnam Entry Decisions (F,G)
Thursday, February 7	Debrief case
Tuesday, February 12.....	Novo Industri (H,A)
Thursday, February 14	Debrief case
Tuesday, February 19.....	Heineken (B,C,)
Thursday, February 21	Debrief case
Tuesday, February 26.....	Lenovo a Global Brand (D.E.F)
Thursday, February 28	Debrief Case (midterm due)
Tuesday, March 4.....	(spring break)
Thursday, March 6	(spring break)
Tuesday, March 11.....	Gucci (G,H)
Thursday, March 13	Debrief Case

Tuesday, March 18.....BRL Hardy (A,B,C)
Thursday, March 20(Easter break)
Tuesday, March 25.....Blue Ocean & Wine
Thursday, March 27Debrief BRL Hardy
Tuesday, April 1.....Benetton (D,E)
Thursday, April 3Debrief Case
Tuesday, April 8.....Dell New Horizons (F,G,H)
Thursday, April 10.....**Debrief case**
Tuesday, April 15.....Wal*Mart (A,B,C)
Thursday, April 17Debrief case
Tuesday, April 22.....L'Oreal (D,E)
Thursday, April 24debrief Case