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BADM 473, International Marketing, Spring 2007

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Spring Semester 2007
International Marketing
Business Administration 473

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.

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
January 12	Introduction
January 17-19	Discussion of Warner Lambert in Ireland
January 24-26	Discussion of Warner Lambert in Ireland, Discussion of writing and preparing a case. Introduce what makes a global brand.
January 31, February 2	Heineken A, B
February 7, 9	Stella Artois C, D
February 14, 16	Dell New Horizons E,F
February 21, 23	BRL Hardy G,H
February 28 March 2	Viet Nam A,B,C
March 7, 9	Gucci D,E,
March 15-17	Spring Break
March 21, 23	Case to be assigned for class discussion
March 28-30	Benetton F,G, H
April 4-6	Walmart A,B, C
April 11 April 13 Easter	Novo Industri D, E, F
April 18, 20	L'Oreal G, H
April 25, 27	Case to be assigned for discussion

Groups (continued on next page)

A
Rory Faver
Kevin Campion
Taylor Killion

B
Tim McCrary
Jeree Wheat
Jason Wheat

C
Paul Staab
Christian Leveque
Mac Ray

D

**Lynn Keathley
Noelle Norris
Mary Jaco**

G

**Marni Green
Angela Jennings**

E

**Ryan Childs
Joanna Zugno
Erin Tasmin**

H

**Jason Cheek
Jacki Jeffrey
Grace Mitchell**

F

**Tiffany Wilding
Gaby Asmar
Laura Schilling**