

International Marketing
Spring 2019
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TEXT: Czinkota, M. International Marketing, 10th edition, Cengage Learning, 2013

OBJECTIVES:

This course seeks to familiarize students with information and research findings, which are useful in understanding different areas of international marketing. These include selected aspects of the international economic environment, demographics, culture, marketing research, risk, product strategy, pricing, promotion, and exporting. Such background knowledge is designed to equip the students with tools and techniques for analyzing international marketing opportunities they would encounter during their careers.

SBE Mission

The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, businesses, economy and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation will be found in their ability to ...

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

Program Learning Objectives

Students will be able to apply core concepts and models from business, accounting, and economics in solving problems

Students will be able to craft and present an effective formal oral presentation.

Students will be able to identify the regional benefits from a greater presence of local business in global markets.

Students will be able to describe the structural changes in the local economy that result from globalization.

CLASS PROCEDURE:

The content of this course will be conveyed through lectures and classroom discussions. The lectures and discussions are designed to develop and elaborate on the

content of the assigned readings. Class meetings will encourage student participation. As such students are expected:

1. To raise questions
2. To participate in class discussions

ATTENDANCE:

Attendance and participation count as a percentage of the semester grade. A **MAKE-UP TEST WILL BE GIVEN ONLY IF THE STUDENT HAS THE ABSENCE EXCUSED BEFORE THE TEST IS ADMINISTERED.** It is not sufficient to leave a voice mail or e-mail. The student must speak with the instructor. You might get a 0 on the exam if you arrive late.

Attendance is mandatory during the presentations. Each absence will result in 25 points being subtracted from the semester total.

Students who need to leave early should inform the instructor before the beginning of class and sit by the exit door. Walking out of class and arriving late could result in 0 points for participation and attendance.

Students should not take Business 339 at the same time as any other class.

METHOD OF EVALUATION:

Tests.....	400 points (100 points each)
Final paper.....	160 points
Attendance and participation	50 points
Term paper proposal.....	10 points
TOTAL	620 points

FINAL PAPER: THE DUE DATE IS May 6. There is a 20 point penalty for each day it is late.

Each student will select a country of his/her choice. The term paper will consist of:

Table of contents and appropriate headings Use a heading for each of the subtopics. (5 points)

Geographic Overview (10 points)

Where is the country located?

What are the neighboring countries?

How big is the country?

What are the major cities? (State the population of the major cities.) Names of lakes?

What are the names of the major rivers?

What is the climate? Discuss annual precipitation and average temperatures. (Fahrenheit and inches)

Government and Economy (30 points)

Explain the form of government

Is there a president? Is there a prime minister? What is the name of the leader? What is the length of the term?

What is the voter participation rate?

What are the other government bodies?

Are there elections?

What are the political parties? Which party is in power? Briefly describe the political positions of the major political parties.

Explain the role of NATO. Does your country belong to NATO? What percent of their GDP do they contribute to NATO? (If they are a member)

What is the unit of currency?

What is the per capita income?

What is the literacy rate?

What is the exchange rate against the American dollar? (Use current number)

What is the inflation rate?

What is the hourly minimum wage? (Translate into American dollars.)

Is there a mandatory retirement age? If yes, what is it?

Identify the different taxes. Give the tax rates for the different taxes. Be sure to include the VAT. What is the corporate tax rate? What is the inheritance tax rates?

What is the exact tuition at a few of their universities for a semester? (Translate into American dollars and state the amount in their currency.) Mention a few universities or colleges.

Major Industries (30 points)

Identify the major industries of the country.

How many Pizza Hut, McDonald's, Subway, and KFC restaurants are in this country?

This is what percentage of their restaurants?

Identify the names of the largest corporations. What products do they manufacture or what services do they provide? Be sure to include two of their banks in your list.

Example: Luxottica is an Italian company in the eyeglasses business.

What American or foreign companies do they own? What is the name of the company that owns the American or foreign company? Example: Shire (Irish) recently acquired Baxalta (American).

What are the maternity and paternity benefits? State the number of days, weeks, or months and the percentage of pay received.

Are there laws stating that a certain percentage of board members of corporations must be women? Explain the law if there is one in place. There is no such law in the United States.

What is the vacation day policy? (How many vacation days per year are required?)

Culture (65 points)

Name five famous people born in the country with a sentence or two of their major accomplishments.

What is/are the official language(s)?

Other topics include:

- In what year did the women get the right to vote? Was it before or after women received the right to vote in the USA?
- role of sport (What are the most popular sports?)
- dietary patterns (typical breakfasts, lunches, dinners, and snacks)
- clothing
- holidays (explain the significance of each holiday and give the date)
- minimum drinking age for alcohol
- explain the policy on conscription (military obligations)
- minimum age for driving a car
- gift giving
- methods of conducting business
- examples of where there have been errors by American and other foreign businesses that have not recognized cultural differences.

Presentation (20 points)

- organization
- visuals

Be careful with citations. They need to be inserted in the paper. Lack of proper citations will result in a 20 point penalty. Use the APA style.

Presentations will be during the end of the semester.

Students who are presenting with another student must hand in two different term papers. It is recognized that there will be some similarities with the papers of those who present together.

WEEK	ASSIGNMENT
Jan 23	1
Jan 28	2 Term paper proposals are due January 30.
Feb 4	3 EXAM 1
Feb11	4, 5
Feb18	6 EXAM 2
Feb25	7
Mar4	8 EXAM 3
Mar11	9,10
Mar18	SPRING BREAK
Mar25	11,12
Apr1	13,14
Apr8	15
Apr15	16,17
Apr22	Presentations are April 22. EXAM 4 is April 24.
Apr29	Presentations
May 6	Presentations The final paper is due May 6.

Note that the exams are listed by week and not exact date. They could occur on Monday or Wednesday. The exact date will be announced in class.

OFFICE HOURS: Monday and Wednesday 8:00 - 9:30.

FINAL: May 15 10:15-12:15 (last day of presentations)

Student Academic Standards and Disciplinary Procedures Website:

<http://www.uwsp.edu/admin/stuaffairs/rights/rights.Chap14pdf>