



SAIIE

"Your Life Experience; Your Education"



UNIVERSITY OF
WISCONSIN - PLATTEVILLE

International Marketing

Course Code: BUSAD 3430

Prerequisites: One course in Business

Language of Instruction: English

Contact Hours: 42

Credit: 3

Professor: Carlos Ariza

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A. COURSE DESCRIPTION

The basic course provides the student with an introduction to international marketing in the era of globalization. The primary purpose is to understand the needs of global customers and how multinational firms can satisfy these needs with desired products at affordable prices. This course explains the increasing emphasis on economics of scale, technology, and the competitive nature of today's global companies.

Also students are exposed to several aspects of international marketing. This includes the international marketing environment and the international marketing mix – price, product, pricing, distribution, promotion – as well as emerging issues in international trade such as trading blocks, trade barriers, and standardization/adaptation.

It includes:

1. The concepts of global marketing and satisfying foreign customers.

Distinguish between international and domestic marketing. Describe the global environment in which marketing takes place. Illustrate how the Internet has played a role in reshaping global marketing. Emphasize that global marketing is a matter of perspective in which firms consider the whole world as their market, making few distinctions between domestic and foreign markets.

2. The purpose of international trade organizations in the global market.

Present an overview of world trade to reemphasize the economic linkages among nations. Describe how the World Trade Organization WTO, the United Nations Conference and Development UNCTAD, and other global organizations influence trade. Explore the developments in regional trading blocs and other areas such as Eastern Europe. Discuss the national role in global trade and identify some key countries for business in the coming decade. Present information on population, urbanization, income, natural physical endowments, and infrastructure; they provide an overview of how those characteristics impact marketing.

3. How a country's culture influences the buying of products.

Explain the role of a culture's language in shaping the marketing task. Explore the subject of a society's aesthetic –its sense of beauty, proportion, and appropriateness – in connection with a firm's products and communications. Describe how the local educational system can impact a firm's marketing and staffing situation. Distinguish characteristics among different values and among



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different attitudes that influence purchasing decisions. Explain how the social organization in a given country (family, age group, class, etc.) affects consumer behavior.

4. The political and legal environment of foreign markets.

Describe the role of firms in the political and legal environment – how firms are shaped by it and how firms shape the laws and politics of a nation. Identify the areas of the home country environment that affect a firm's international marketing. Explain how U.S. export controls, antitrust laws, and tax laws affect the feasibility and profitability of a U.S. firm's international marketing. Describe international conventions designed to protect intellectual property.

5. How information technology has affected global marketing.

Describe recent It innovations, focusing on global linkages with customers and suppliers. Provide examples of how the Internet and electronic data interchange EDI are used effectively to communicate with customers and coordinate transactions between customers and suppliers. Develop information about customers around the world, using Internet-based interaction and point-of-sale information-gathering techniques.

6. Ethical standards in global markets.

Identify recent instances of unethical behavior and the consequences of that behavior. Describe ways in which industries are responding to the call to halt irresponsible activities undertaken by upper-level managers and industry leaders. Present laws and legal actions taken by various governments to legislate ethical behavior. Identify efforts under way by international agencies to address the need for morally responsible behavior.

7. Researching foreign markets.

Review the range of tasks involved in international marketing research by outlining typical problems encountered in conducting research overseas and discussing ways to solve those problems. Present techniques for conducting research, including analysis of demand, regression analysis, and cluster analysis. Explain how to evaluate information collected through international marketing research.



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8. Methods of entering global markets and foreign distribution systems.

Explore types of indirect exporting, including piggybacking, and provide information on the role of selected export intermediaries. Identify distribution trends that should be monitored by the international marketer. Explore major questions facing a firm, including the following: Should the firm duplicate its domestic approach? Should it use direct or indirect channels, selective or intensive distributions? How does a firm develop effective channel relationship? How can it keep distribution up to date?

9. International promotion and advertising.

Present criteria useful in selecting promotion agencies in those cases where a firm seeks outside help. Explore the ways in which personal selling varies in world markets, requiring different methods of recruitment and management of a sales force. Describe how different national cultures and requirements affect the possibilities for sales promotion in foreign markets. Detail special forms of sales promotion, such as trade fair. Discuss promotion budgeting and strategy.

10. Principles governing international pricing decisions.

Establish a framework that covers the broad principles governing international pricing. Determine influence on pricing of foreign market variables such as competition, government, inflation, local demand, and cost. Explore the special roles and problems of transfer pricing in international marketing. Explore the dimensions and implications of countertrade, a sizable segment of world trade. Explain when and why coordinating prices is necessary in international marketing, and describe how it is done. Define gray markets and explain how to deal with them.

B. OBJECTIVES

- Identify the factors that influence the change in the product and service markets around the world.
- Understand the impact of trade environments and socio-cultural environments on the international marketing strategy.
- Discuss the impact of Internet technologies on global product and service markets and the international marketing strategy.



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- Understand the impact of political and legal environment on the international marketing strategy.
- Describe strategic elements involved in creating a competitive advantage at the global market place.
- Identify the steps involved in building and evaluating a global marketing strategy for a firm.
- Identify the element of international marketing mix and discuss why the mix is important for preparing the marketing plan.
- Develop and design a global marketing plan for a domestic and/or international firm.

C. ORAL AND WRITTEN PRESENTATION

Each student must prepare an original piece of work in which a company (either existing or new) is to be presented. The presentation is to be delivered orally and handed in to the teacher in written form.

For the oral presentation, which should last approximately 15 minutes, the presentation will focus on the development and follow-up of business outside the country of origin. The presentation should include company characteristics, business organization, and both cultural and political aspects. Evaluation will depend fundamentally on the originality of the presentation and how successfully the information is conveyed to listeners.

For the written presentation, students will have complete freedom with regard to structure and development, and the originality and quality of the content will be taken into account for purposes of evaluation.

The presentations are to be developed between the first and second exams, the oral presentations will take place between the second and final exams and the written presentation will be handed in at the student's oral presentation.

The teacher will be available at any time for consultation with respect to the presentation.



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D. CLASS ATTENDANCE

Class attendance is mandatory. More than three absences will be penalized. A fourth absence will be penalized with 3% deducted from the final mark, a fifth absence will be penalized with 5% deducted from the final mark, a sixth absence will be penalized with 7% deducted from the final work, etc. Class attendance will be taken at the beginning of class. Students arriving late will be considered absent, as well as, students failing to remain for the entire class.

The professor is available for appointments with any students who need to see him.

E. EXAMS

Exams will be developed according with the development of the program.

The first and second exam will be divided into two main parts. One part will be multiple choices (20%), and the second part general items normally will be four or six questions.

In the final exams, the student will have a case study where questions related to knowledge acquired during the course must be answered.

The questions will be general items where the student has to explain and develop matters.

In the final exam, the case study will be 30% of the total.

F. PERCENTAGES OF EXAMS

First Exam	25%
2nd Exam	25%
Final exam	30%
Oral and written presentation.....	20%



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G. GRADING

97-100 A+	87-89 B+	77-79 C+	67-68 D+
93-96 A	83-86 B	73-76 C	63-66 D
90-92 A-	80-82 B-	69-72 C-	60-62 D-
BELOW 60 = F			

H. TEXTBOOK

International Marketing, Vern Terpstra, Ravi Sarathy and Lloyd Russow (2006) 9th Edition, Northcoast Publishers, Grafield Heights, Ohio.

Strategic Marketing Management, Jean Jacques Lambin. (2010)

Marketing Management, Kotler Keller (2012)

The students can visit freely the Public Libraries specially Infanta Elena, M^o Luisa Avenue and Seville University main library, San Fernando Street.