

# Neumann University

## Division of Business and Information Management

### Syllabus - Spring Session II 2015

**Course:** MKT 323 International Marketing  
Section A: European Study Tour Format  
Pre-trip & post-trip classes will meet in RAB 112.  
Classes in Europe will meet at locations shown on the [Schedule](#).

**Professor:** Dr. Lawrence E. Burgee, Ph.D.  
Dean and Professor, Division of Business and Information Management  
European Study Tour Leader

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**Office Hours:** During pre-trip period: Thursdays 3:00 - 4:00 PM; Fridays 11:00 AM - 12:00 PM.  
During Program and post-trip period: Email or see professor for appointment.

*Note: The European Study Tour is referred to in this syllabus as "the Program".*

#### **Required Textbook:**

International Marketing, 15th Edition (2010), Cateora, Gilly, & Graham, Irwin/McGraw-Hill, ISBN-10: 007352994X. A rental copy of the **textbook is provided** to all students in the course. It **must be returned** to the Professor during the final post-trip session. Loss or non-return of the textbook will result in a \$50 replacement fee.

#### **Other Resources and Materials:**

Students must have access to Internet, Blackboard (NU Learn), email, and an office suite: Microsoft Office, Google Drive, Apple iCloud suite, other equivalent other software. Most of the course documents will be posted on Blackboard (or the Professor's website). You must bring the textbook, a notebook computer (or tablet), and a camera (or cellphone with camera), with you for the Program. Also bring paper and a pencil or pen for notes and assignments.

#### **Course Description:**

*Neumann Undergraduate Catalog:* The objective of this course is to develop an understanding of marketing, selecting, and entering global markets. Students examine strategies of building and protecting market shares in light of significant economic, cultural, political, and legal differences in the global marketplace. Prerequisite: MKT 200 (with a minimum grade of C).

## Course Objectives:

Upon completion of this course, students will be able to:

1. Define international marketing;
2. Describe the impact of economic, cultural, political, technological, ethical and legal issues and environmental forces on international marketing;
3. Develop a global marketing plan and strategy through the development of a Country Notebook (or similar project);
4. Recognize operational dilemmas that confront international marketing managers;
5. Enhance communication skills and apply these skills in the assignments and presentations; and
6. Develop the ability to work well in groups and with people of other cultures.

## Course Requirements:

### Exam

There will be one exam as part of the course requirements. Unexcused absence from the exam will result in a zero (0) grade for the exam. **A make-up exam will be given only if the student's absence has been excused by the Professor in advance.**

### Marketing and Cultural Observations Journal

Beginning on the day we arrive in Europe, you will make a daily entry into your Marketing and Cultural Observations Journal. Look for instances of cultural differences that an American should be aware of if asked to travel abroad on behalf of their company. For each company/organization visit, keep detailed notes with a focus on discussion related to international marketing topics covered in the textbook (focus on the 5 P's!). You should include your thoughts and analyses of the situations encountered. You may hand-write your Journal during the Program and submit it in that form (as long as it's readable) in order to earn a maximum grade of 80% (160 points). If you would like to earn a higher grade, then you may submit your Journal in typewritten format complete with photos and items collected during the Tour. You need to "wow" the Professor in order to earn an "A" on the Journal! The Journal must be printed, stapled (or bound), and turned in to the professor during the post-trip class (see Schedule).

### Project

Students will work in teams and complete a *Country Notebook - A Guide for Developing a Marketing Plan* described on pages 579-587 in the textbook. The Country Notebook will focus on the countries visited during the Program. You will select a good or service, and then develop the marketing plan for introducing that good or service in the countries in Europe. The Country Notebook includes four parts: Cultural Analysis, Economic Analysis, Market Analysis, and Preliminary Marketing Plan. Guidelines for the project will be discussed early in the course.

## Field Assignments

In order to complete the Field Assignments, students will visit a specified area in each of the cities that we visit during the Program, and then complete the instructions for the assignment. These assignments will vary based on the cities and locations visited. The specifications for the Field Assignments will be discussed in a pre-trip class.

## Class Participation & Professionalism

Class participation is primarily based on your participation in discussions and completion of in-class exercises, group activities, homework assignments, and activities during the Program. Most of the participation activities will be graded on a pass/fail basis.

Professionalism is the expectation of professional, polite, and courteous conduct with all aspects of the course. **Students are expected to arrive on-time and attend all classes. It is NOT possible to make up class work missed due to absence.** Repeated lateness (more than one time in the Program) will result in lost professionalism (class participation) points. Lateness is defined as entering the room more than five minutes after the scheduled start of class. Please quiet your cellphones and "texting" and use of headphones are strictly prohibited (as the Professor may think you are cheating in some way). Do not use computers in class unless instructed (or allowed) to do so.

Also, with respect to professionalism, you will be a representative of Neumann University while traveling abroad and must conduct yourself in a professional manner at all times. You need to wear proper business attire to all company visits (unless instructed otherwise). **You must be extraordinarily polite to and considerate** of your travel-mates, company visit hosts and representatives, hotel staff, transportation employees, and the locals you encounter during the Program. **Repeated unprofessional behavior could result in a grade deduction and the possibility of being dismissed from the Program and sent home.** Students will be required to read and sign a Student Participation Contract (or similar document) prior to departure.

You must attend all Program classes, activities, organizational visits, and cultural excursions. For class sessions and organizational visits, you will receive a daily score representative of your level of professionalism and participation. The starting daily (baseline) score will be 80% (B). Your score can then be adjusted up (for B+ or A performance) or down (for C+ or lower performance).

## Grading:

The breakdown of points to determine your grades is as follows:

Exam	175 points
Project	400 points
Marketing and Cultural Observations Journal	200 points
Field Assignments (2 x 50 points each)	100 points
Class Participation and Professionalism	125 points
<b>Total</b>	<b>1000 points</b>

Grades will be issued on the basis of the following final point totals:

A	900 points and above
B+	850 - 899 points
B	800 - 849 points
C+	750 - 799 points
C	700 - 749 points
D+	650 - 699 points
D	600 - 649 points
F	Less than 600 points

**Notes:**

1. **Late submissions of journals, projects, reports, and assignments will not be accepted.**
2. **Violations of the Student Participation Contract (to be signed before Program departure) could result in dismissal from the Program which would result in an automatic course grade of "F".**
3. Graded exams, exercises, and projects may be retained by the Professor for future reference.
4. You are responsible for all material covered and any announcement made in any class session, whether you are present or not.
5. Due to inclement weather or other unforeseen circumstances, it may be necessary to adjust the course content and schedule. The professor reserves the right to do this.

**Course Withdrawal:**

This is an alternative format course and Program and a **course withdrawal is not permitted**. If you "dropout" of the course once we have departed the United States, you will be sent home immediately at your expense, and will receive the course grade of "F".

**Inclement Weather / Class Cancellation:**

In the event that a class is cancelled due to inclement weather or other adverse conditions, an alternate assignment will be posted on Blackboard within 12 hours.

**Academic Integrity:**

All students should read and understand sections of the Undergraduate Catalog that relate to academic integrity, plagiarism, cheating and misrepresentation. Students must comply with these policies.

**Academic Resource Support:**

The University provides equal opportunities to all students with documented disabilities. Please contact me if you require special accommodations. Additionally students requiring special accommodations for a physical or learning disability should contact the Academic Resource Center, and refer to the "Students with Disabilities" section of the Neumann University Catalog for procedures.

### **Institution Withdraw Policy:**

In accordance with the Neumann University Attendance Policy and Institution Withdraw Policy, faculty members are authorized and mandated to withdraw a student from class if there are excessive and unexcused absences, which in the Professor's opinion, demonstrate that the student is not engaged in any activity leading to the achievement of course objectives. Details are provided under the above title in the Neumann University's undergraduate catalog.

### **Course Schedule:**

<b>Mtg</b>	<b>Date</b>	<b>Topics</b>
1	Thu Mar 19	Syllabus; Introduction to European Study Tour; Journal Guidelines
2	Tue Mar 24	Chapter 1: The Scope and Challenge of International Marketing
3	Thu Mar 26	Project Guidelines; Finish Chapter 1
4	Tue Apr 14	Chapter 4: Cultural Dynamics and Assessing Global Markets
5	Thu Apr 16	Student Participation Contract; Finish Chapter 4
6	Tue Apr 21	Chapter 5: Culture, Management Style, and Business Systems
7	Thu Apr 23	Field Assignments Overview; Finish Chapter 5
8	Tue May 12	Exam Review; Chapter 8: Developing...Marketing Research
9	Thu May 14	<b>Exam</b> (Chapters 1, 4, and 5)
10	Tue May 19	Review Study Tour <a href="#">Schedule</a> ; Final Preparations for Departure Chapter 12: Global Marketing Management: Planning and Org.
NEST	London	See Study Tour <a href="#">Schedule</a> Chapter 13: Products and Services for Consumers Chapter 15: International Marketing Channels <b>Due Tue May 26: London Field Assignment</b>
NEST	Berlin	See Study Tour <a href="#">Schedule</a> Chapter 16: Integrated Marketing Comm. and Int'l Advertising Chapter 18: Pricing for International Markets <b>Due Tue Jun 2: Berlin Field Assignment</b>
Post	Wed Jun 17 4:20-7:20 PM	Project Presentations <b>Due: Project Papers</b> <b>Due: Marketing and Cultural Observations Journal</b> <b>RETURN TEXTBOOK to Professor</b>