Course Overview:
This course uses an experiential learning method to:

- Analyze and apply international marketing theories and conceptual models to understand the impact of economic, political, social, and technological environments on local, regional, and global marketing.
- Understand how international marketing theories and concepts can be applied to evaluate, select, and enter country markets, and develop and execute the marketing mix strategies to serve consumer needs and gain a competitive advantage.
- Understand the social and economic implications of global marketing activities and apply critical thinking and ethical reasoning in making strategic and tactical global marketing decisions.

This semester we will be consulting for Yomol A’Tel, a social enterprise that is based in Chiappas, Mexico. Yomol A’Tel works with about 200 coffee farming families with coffee beans as the main product and honey, soap etc. as other products.

Learning Outcomes
1. Develop the ability to prepare an International Marketing Plan for an organization that seeks to internationalize its operations
   Assessed by:
   - Final Marketing plan due during finals week (40% of grade)
   - Pre-class chapter quizzes (12% of grade)
   - Mid-term and final exam (30% of grade)
2. Keep apprised of and reflect on current events connected to international marketing.
   Assessed by:
   - Wall Street Journal Article write-ups (10% of grade)
   - Just Haiti Online assignment (3% of grade)
   - Laudato Si’ assignment (5% of grade)

The learning outcomes are related to the following undergraduate assessment goals:
(1) applying written and oral communication skills to business situations,
(2) analyzing local and global business environment,
(3) using critical thinking skills in business situations, and
(4) applying ethical standards to business situations.
**MARK 4040 and the Marquette Core Curriculum:**

MARK 4040 partially fulfills requirements of the “Crossing Boundaries” theme of Marquette’s Core Curriculum’s Discovery tier within the Social Sciences area. This theme deals with the movement of people, goods and ideas and is designed for students who are interested in global connections and their impacts both local and far away. As international marketing is basically about the movement of people, goods, ideas, and money, the course in its entirety is aligned with the “Crossing Boundaries” theme.

This course is directly related to two learning outcomes (#5 & #6) of the Marquette University Core:

- **#5. Leaders in Discovery:** Marquette students will advance understanding of the world by identifying significant questions and then searching for answers based on a systematic process of discovery that is rooted in intellectual inquiry and the Jesuit liberal arts tradition.

- **#6. Global Problem Solvers:** Marquette students are well-practiced in cooperative and cross-disciplinary problem-solving skills and they can present innovative solutions that draw from theological, philosophical, qualitative and quantitative perspectives to address the increasingly blurred lines between local and global challenges.

MARK 4040 uses a macromarketing perspective that makes the student aware of the larger context in which the business firm operates. This involves drawing attention to some of the issues related to that larger context such as growing inequality, climate change, increased conflict, growing nationalism etc.

The learning outcome of MARK 4040 of “keeping apprised of and reflecting on current events connected to international marketing” is aligned with #5 of the University Core and is assessed through the Wall Street Journal Article write-up submission as well as online assignments based on the papal encyclical “Laudato Si’” and another social enterprise called “Just Haiti.”

A major project of this class is to develop an international marketing plan for an organization based in Mexico. This project comprises 40% of the grade and is closely aligned with #6 of the University Core that helps prepare our students to be global problem solvers. In this project students are required to use their international marketing knowledge to help this organization that works with more than 200 coffee farming families to enter global markets.

**Course Materials**

- 15-week subscription to the Wall Street Journal
  - Use the following link to subscribe: http://r.wsj.net/j6mnN
- Materials posted on D2L.

**Class Etiquette**

USE OF ELECTRONIC DEVICES IS ALLOWED ONLY WHEN PERMITTED BY THE INSTRUCTOR. ALSO, KINDLY REFRAIN FROM LEAVING THE CLASSROOM IN THE MIDDLE OF CLASS WITHOUT PERMISSION.
**GRADING COMPONENTS:**

- International Marketing Plan for Yomol A’Tel 400 points
- Online pre-class quizzes [15 (out of 19) x 8 points each] 120 points
- Wall Street Journal Article write-ups [5 x 20 points each] 100 points
- Mid-term exam (online, open book) 150 points
- Just Haiti Online assignment 30 points
- Online quiz on Laudato Si’ 50 points
- Final exam (online, open book) 150 points

**Total Points: 1000**

**GRADING SCALE:**

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**Detailed Description of Assignments**

**International Marketing Plan for Yomol A’Tel (400 points)**

As the class uses an experiential learning style, this assignment is the backbone for the learning process. The international marketing plan has to be prepared based on the template in Appendix B of the textbook. A hardcopy of this template will be provided in class. While there is no page limit, it is expected that the project should be at least 30-40 pages in length, double-spaced. Use APA style for formatting the paper as well as for referencing. The e-copy has to be uploaded to d2l by 11:59pm on Monday, December 10, 2018. Only one submission per group. However, as this is a group project, each individual has to also submit with the same deadline a peer evaluation of the other members of the group.

Information about the organization is available on d2l. There is more available on the internet and there will also be a guest speaker (via skype) during the second week of class. Groups will also be finalized in the second week and a detailed rubric will be distributed in class and uploaded to d2l. The key to success in this assignment is to keep working on it right throughout the semester and not keeping it for the last minute.
On-line pre-class quizzes (120 points)

There will be 19 quizzes posted to d2l, each worth 8 points. The four quizzes with the lowest scores will be dropped. The quiz will be based on the readings for the class and will usually be due before class begins. The quiz will be available on d2l about 1 to 2 days before the quiz is due.

Wall-Street Journal Article Write-ups (100 points)

During the course of the semester you have to submit write-ups on 5 articles from the Wall Street journal. These are to be submitted on Dropbox in d2l together with the link to the article. Each write-up is worth 20 points. Late submissions will not be accepted. Choose articles that have some relevance to the topics covered in class.

An excellent write-up is one that: (1) succinctly summarizes the article, (2) connects it to core concepts learned in class and (3) provides a critical evaluation (the student’s reflection/perspective about the article). Write-ups will be graded accordingly.
20 points = excellent (did a great job in all 3 areas);
15 points = good (covered all 3 areas but was lacking in one or more);
10 points = fair (missed covering an area or was lacking in all 3 areas)
0 point = unsatisfactory (did not submit in time or did not cover any of the 3 areas)

Mid-term and Final Exams (150 points each)

There is a mid-term and final exam for this class, each worth 150 points. The date and time for these are indicated in the class schedule. The exams are available on d2l at the start time indicated. The exams are open-book and can be taken at home or wherever you want. Kindly ensure that they are submitted on d2l before the end-time. The content of the exam includes all material covered in class and could be multiple-choice, short-answer, reflection, or case analysis. For the mid-term, the material will include all material covered till the class before the mid-term exam and for the final exam, the material will include all material from after the mid-term exam till the final class. If you miss class, kindly ensure that you get notes from your colleagues.

Just Haiti Online Assignment (30 points)

Just Haiti is a nonprofit organization registered in the U.S. that is focused on helping coffee farmers in Haiti. Its model draws from the Yomol A’Tel model, though it has some differences. For this assignment you have to listen to an interview that I had with Kim Lamberty, founder of the organization and then answer a few questions on d2l. The interview as well as the assignment questions will be available on d2l at the beginning of class time on September 6 as indicated in the
There is material on the organization that is available on d2l. This is an online class session so you can access it from anywhere.

**Online quiz on Laudato Si’ (50 points)**

In May 2015, Pope Francis issued a document titled “Laudato Si’: On Care for our Common Home.” This document was hailed as an important one across the religious spectrum. The document is available on d2l. On November 8 during class time you will take an online quiz based on the document. The quiz will be available at the start of class time and should be submitted before the end of class time that day. It is expected that you go through the document prior to taking the quiz.
CLASS SCHEDULE:

IMP = International Marketing Plan

Aug 28: Overview of Course
  Distribution of syllabus
  Learning outcomes and connection to discover tier of the core curriculum
  Elaboration of assignments
  Introduction to Macromarketing
Crossing Boundaries topics: Rising inequality, climate change, growth of nationalism

Aug 30: SWOT Analysis [IMP 1.3]
  Overview of SWOT Analysis
  Introduction to the Base of the pyramid market
  READ: Chapters 1 & 14
    C.K. Prahalad and Stuart Hart (2002) [available on d2l]
Crossing Boundaries topics: base of the pyramid market, subsistence marketplaces

Sep 4: Yomol A’Tel [IMP 1.2]
  Guest speaker via Skype: Ms. Christina Rossini
    [She is involved with commercialization strategies for Yomol A’Tel ‘s expansion to the U.S. and will also serve as mentor for the group project]
  READ: Material on Yomol A’Tel and Solidaristic economics uploaded to D2L
Crossing Boundaries topics: Solidaristic economics

Sep 6 (online) [Just Haiti]
  Assignment: Listen to an interview with Kim Lamberty, co-founder of JUST HAITI, and answer a few short questions [the interview and questions will be accessible at the start of class]
  READ: Material on Just Haiti uploaded to D2L

Sep 11: Economic Environmental Analysis [IMP 2.1]
  READ: Chapter 2
    Case 1: IKEA [Appendix A] – Be prepared to discuss
    COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Challenges in the Global Economic Environment, International Trade Theory, Balance of Payments, Government Policy and Trade, Institutions in the World Economy, Regional Economic Integration

Sep 13: Political-legal Environmental Analysis [IMP 2.2]
  Wall Street Journal Article Write-Up due (on d2l before class)
  READ: Chapter 3
    Case 2: U.S. EXPORT CONTROLS [Appendix A] – Be prepared to discuss
    COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Sep 18: The Cultural Environment [IMP 2.3]
READ: Chapter 4
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Elements of culture, cultural differences and practice of international business

Sep 20: Ethical Considerations [IMP 2.4]
READ: Chapter 5
Case 5: NESTLE [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Developing ethical standards for international business, types of ethical conflicts, UN Global Compact, Corporate Social Responsibility, Sustainability

Sep 25: Foreign Market Selection Matrix [IMP 3.1]
Wall Street Journal Article Write-Up due (on d2l before class)
READ: Chapters 6 & 7
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Global Marketing Research, Problems in International Marketing Research, Non-US-centric websites and international organizations as data sources

Sep 27: Foreign Market Selection [IMP 3.2]
READ: Chapter 7
Case 3: UNICOLA [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Reactive vs. Proactive market selection, Market screening, Assessing market potential and barriers

Oct 2: Economic Analysis [IMP 4.2]
READ: Chapters 2 and 6
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Key economic indicators, GDP growth rates, Population distribution and growth, Current account and capital account, Industry analysis, Trade statistics, Foreign exchange, Inflation and interest rates, Commercial policy

Oct 4: Political-Legal Analysis [IMP 4.3]
Wall Street Journal Article Write-Up due (on d2l before class)
READ: Chapters 3 and 6
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS
Crossing Boundaries topics: Political system, political risk rating and sensitivity to political risks, judicial system, international laws and treatises
**Oct 9: Cultural Analysis [IMP 4.4]**
- **READ**: Chapters 4 and 6
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Attitudes and values, Aesthetics, Languages, Religions, Education, Social organization, Technology, Hofstede cultural dimensions

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**Oct 11: Mid-term exam [8am to 9:15am]**
- Online on D2L, At-home

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**Oct 16: Environmental and Infrastructure Analysis [IMP 4.5]**
- **READ**: Chapters 6 and 7
  - Case 8: DAVILA-BOND [Appendix A] – Be prepared to discuss
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Agricultural production, energy, natural resources, communications, transportation, channels of distribution

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**Oct 18 (no class – midterm break)**

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**Oct 23: Competitive Environment and Analysis [IMP 4.6]**
- **READ**: Chapters 6 and 14
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Competitive situation, Market conditions and barriers, Advertising, Promotion and Pricing, Local and foreign competitors

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**Oct 25: Entry Mode Selection [IMP 5.2]**
- **READ**: Chapter 8
  - Case 4: METRO CORPORATION [Appendix A] – Be prepared to discuss
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Risks associated with entry mode

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**Oct 30: Foreign Partner Selection [IMP 5.3]**
- Wall Street Journal Article Write-Up due (on d2l before class)
- **READ**: Chapter 8
  - Ivey Case 2: JABWOOD INTERNATIONAL [Appendix A] – Be prepared to discuss
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Types of foreign partners, exclusive vs nonexclusive partnerships

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**Nov 1: Product Policy [IMP 5.4]**
- **READ**: Chapter 9
- COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

*Crossing Boundaries topics*: Standardization vs. adaptation strategies, global product implications
Nov 6: Services Policy [IMP 5.5]

READ: Chapter 13
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

Crossing Boundaries topics: Service characteristics and implication, comparative advantage, local government intervention

Nov 8: (online) [Laudato Si']

Assignment: Questions based on Laudato Si’ that will be available at start of class.
READ: Pope Francis’ encyclical “Laudato Si’” uploaded to D2L

Crossing Boundaries topics: climate change, sustainability

Nov 13: Promotion Plan [IMP 5.6]

READ: Chapter 10
Ivey Case 3: BURBERRY [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

Crossing Boundaries topics: Branding and advertising policies, personal selling, sales promotion, public relations

Nov 15: Supply Chain Strategy [IMP 5.7]

Wall Street Journal Article Write-Up due (on d2l before class)
READ: Chapter 11
Case 6: ROADNET TECHNOLOGIES [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

Crossing Boundaries topics: local or regional procurement, local assembly or manufacturing, distribution strategy, retail strategy, warranty and services policies

Nov 20: Pricing and Payment Policies [IMP 5.8]

READ: Chapter 12
Case 7: Tuna and Mango Prices in Japan [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

Crossing Boundaries topics: firm-level factors, market-specific factors, product-specific factors, pricing policies, payment strategies

Nov 22 (no class – Thanksgiving)

Nov 27: Financial Projections and Timeline [IMP 6.1]

READ: Chapters 14 and 15
Ivey Case 1: HINDUSTAN UNILEVER LTD. [Appendix A] – Be prepared to discuss
COMPLETE D2L ONLINE QUIZ ON READINGS BEFORE CLASS

Crossing Boundaries topics: budgeting and cash-flow projections

Nov 29: Resource Requirements and Responsibilities

Crossing Boundaries topics: Operational challenges, personnel requirements, manufacturing capacity and capability
Dec 4: WRAP UP - 1

Dec 6: WRAP UP – 2

Dec 10: International Marketing Plan Due
To be submitted on D2L by 11:59pm. (1 submission per group)
Peer evaluation to be submitted on D2L by 11:59pm (individual submission)

Dec 14: Final exam [1pm to 2:30pm]
Online on d2l, At-home
SUPPLEMENT TO SYLLABUS

College of Business Administration Assessment
The fundamental mission of the College of Business Administration is to provide a quality education grounded in Catholic, Jesuit intellectual values. Students are expected to learn how to function effectively in a diverse and global economy so that they may develop into ethical and socially responsible global leaders and responsible members of their organizations and communities. As one of many methods of assuring that the goals of our educational mission are successfully met, the college regularly and systematically engages in the assessment of these competencies.

Assessment takes place each semester in all programs and settings using quantifiable measures; that information is gathered and analyzed information to help continuously improve the educational process. The College of Business Administration is dedicated to successfully providing a quality education for all students. Assessment is the continuous improvement process of evaluating our success. More information on assessment can be found at (http://www.marquette.edu/assessment/) or in the assurance of learning tabs under http://business.marquette.edu/academics/assurance-of-learning-undergrad

The college’s UNDERGRADUATE program learning goals (LG) are:
1. Demonstrate effective communication skills to business situations
2. Analyze the global business environment
3. Analyze the domestic business environment
4. Demonstrate critical thinking skills to business situations
5. Demonstrate an ethical understanding and perspective to business situations

Achieving these goals is essential to maintaining our high standards as well as ensuring that we continue to be accredited by national organizations that oversee the quality of academic institutions. Our course will assess some of the above goals as we proceed.

Academic Integrity

Students, faculty, and staff at Marquette University developed a Statement on Academic Integrity that recognizes the importance of integrity, both personal and academic, and includes an Honor Pledge and Honor Code applicable to all.

The Honor Pledge

I recognize the importance of personal integrity in all aspects of life and work. I commit myself to truthfulness, honor and responsibility, by which I earn the respect of others. I support the development of good character and commit myself to uphold the highest standards of academic integrity as an important aspect of personal integrity. My commitment obliges me to conduct myself according to the Marquette University Honor Code.
Student Obligations Under the Honor Code

1. To fully observe the rules governing exams and assignments regarding resource material, electronic aids, copying, collaborating with others, or engaging in any other behavior that subverts the purpose of the exam or assignment and the directions of the instructor.

2. To turn in work done specifically for the paper or assignment, and not to borrow work either from other students, or from assignments for other courses.

3. To give full and proper credit to sources and references, and to acknowledge the contributions and ideas of others relevant to academic work.

4. To report circumstances that may compromise academic honesty, such as inattentive proctoring or premature posting of answers.

5. To complete individual assignments individually, and neither to accept nor give unauthorized help.

6. To accurately represent their academic achievements, which may include their grade point average, degree, honors, etc., in transcripts, in interviews, in professional organizations, on resumes and in the workplace.

7. To report any observed breaches of this honor code and academic honesty.

Special Needs

Please inform me during the first week of class if you have any conditions that may limit or affect your ability to participate in this course so that we can make necessary arrangements. You may also contact the Office of Student Disability Services, in 5th Floor of the 707 Building, 005 (8-1645) for more information (see also: http://www.marquette.edu/disability-services/).

Emergency Plan

Every Marquette University campus building has emergency shelter and evacuation plans. Please familiarize yourself with the plans of each building in which you take classes or attend meetings. Make sure to note the routes to the lowest level of the buildings for shelter during inclement weather, as well as exits from the buildings in the event of fire or other emergency.

Bad Weather

In the event of bad weather, the office of the provost will make the decision whether or not to cancel classes. In case class cancellation occurs on a test day, I will reschedule the test. If rescheduling the test is not possible then the test scores will be determined based on the student’s performance in the other tests.