MKTG 435-940: International Marketing

Syllabus

Instructor: Dr. John Fraedrich

BNAD students: A minimum final grade of ‘C’ is required in this course

Contact information for this course (emails should be directed to the following addresses):

Program Manager (Ann Pearson): oprogmgr@business.siu.edu    Phone: 618.453.7901
Course Email: see course homepage
TA Office Hours: See course homepage
TA Phone Number: 618.453.7999

See the “My Home” page on the program site for various resource links (FAQ, Textbook information, Orientation videos, remote proctor information, on-campus exam registration, etc.).

Required Text & Simulation

Title: Global Marketing
Author: Keegan/Green
Publisher: Pearson
Edition/Year: 8th ed/2015

CountryManager Simulation: www.interpretive.com/students

Other Materials

• Remote Proctor device for oACCT, BNAD and off-campus students
• On-campus students will need to register for on-campus exams
• Refer to the Orientation videos if you have questions about viewing the online lectures.
• Review Student Program Agreement as needed for contact information, meeting deadlines, etc.
Grading Schedule

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<thead>
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<th>Activity</th>
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<tbody>
<tr>
<td>Course Schedule</td>
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<tr>
<td>Module</td>
</tr>
<tr>
<td>1</td>
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Discussion
In modules 1-7, one discussion question will be presented. The Sunday email from your TA will have an ungraded rubric attached. Please review the rubric for guidance in writing your substantive discussion response. Limit your response to 150 words. Answers should be concise, and you should use professional writing (accurate spelling, punctuation, writing style). Points will be based on the quality of your discussion.

The typical grading is as follows:
A Quality = answered the entire question, provided real examples, and added new material from an outside source with the appropriate reference.
B Quality = answered the entire question, provided examples, and added new material from an outside source.
C Quality = answered the entire question and provided real examples.
D Quality = answered the question and provided examples.
F Quality = did not answer the entire question.

Grading
The grading scale is as follows:
100 – 89.5% = A, 89.4% - 79.5% = B, 79.4% - 69.5% = C, 69.4% - 59.5% = D, < 59.5% = F

Practice Exams
There is a practice exam in each module that will help you understand the material. The questions are pulled randomly from a question bank. Each time you complete the practice exam, you may see different questions.

Exams
There are four 20-question exams. The first exam covers chapters 1-4, the second exams covers chapters 5-8, the third exam covers chapters 9-12, the fourth exam covers chapters 13-15 and 17. The exams are closed-notes and closed-book and proctored. You have two attempts at each exam. The higher of the two scores will be recorded. The questions are pulled randomly from a question bank, so the questions may differ on each attempt.

All materials have an equal probability of being on exams such that students should NOT solely focus on the lectures or power points assuming the majority of the exam will be constituted by said material.

Simulation – see next page

Feedback
You can expect feedback on your course activities within 48 hours. Grades will be posted to the grade book (Grades menu item). If an issue arises that requires individual attention, an e-mail will be sent.

If you earn less than full points on a discussion post, a graded rubric will be emailed to you. Submitted papers will be uploaded to the Drop Box with a graded rubric embedded. If you need assistance in retrieving a graded submission, review the orientation video or FAQ accessible from the "My Home" page, or contact the Program Manager.

Each Sunday evening, you will receive an email from your TA. Please read these and all emails from your TA or program manager.

Academic Dishonesty
Academic dishonesty consists of any deliberate attempt to falsify, fabricate or otherwise tamper with data, information, records, or any other material that is relevant to the student's participation in any course, laboratory, or other academic exercise or function. Most, although not all, such attempts fall into one or more of the following three categories:
1. Plagiarism: Deliberately presenting work, words, ideas, theories, etc., derived in whole or in part from a source external to the student as though they are the student’s own efforts. Examples of plagiarism include, but are not limited to the following:
   1. Failing to use proper citations as acknowledgment of the true source of information included in a paper, written or oral examination, or any other academic exercise.
   2. Presenting any work completed in whole or in part by any individual or group other than the student, as though the work is the student’s own, in any academic exercise.
   3. Buying, selling, bartering, or in any other fashion obtaining or distributing material to be used fraudulently as part of any academic exercise.

2. Cheating: Disseminating or receiving answers, data, or other information by any means other than those expressly permitted by the instructor as part of any academic exercise. Examples of cheating include, but are not limited to the following:
   1. Copying answers, data, or other information (or allowing others to do so) during an examination, quiz, laboratory experiment, or any other academic exercise in which the student is not expressly permitted to work jointly with others.
   2. Assuming another individual’s identity or allowing another person to do so on one's own behalf for the purpose of fulfilling any academic requirement or in any way enhancing the student’s grade or academic standing.
   3. Using any device, implement, or other form of study aid during an examination, quiz, laboratory experiment, or any other academic exercise without the faculty member’s permission.

3. Other Academic Misconduct: Falsifying or fabricating data, records, or any information relevant to the student's participation in any course or academic exercise, or tampering with such information as collected or distributed by the faculty member. Examples of academic dishonesty include, but are not limited to the following:
   1. Falsifying, or attempting to falsify, attendance records, graded exercises of any kind, or any information or document intended to excuse the student from participation in any academic exercise.
   2. Inventing, fabricating, or falsifying data as part of the completion of any academic exercise.
   3. Knowingly furnishing false information (or facilitating the furnishing of false information) to a faculty member.

The foregoing list of offenses is not intended to be fully exhaustive of all potential instances of academic dishonesty.
CountryManager Simulation - [www.interpretive.com/students](http://www.interpretive.com/students)

Interpretive Software will email your siu email account with a username and password. After you receive your username and password, download the manual at [www.interpretive.com/students](http://www.interpretive.com/students). Once you have logged on, go to Personal Information and make sure the email address is your siu email address.

**About CountryManager** - The CountryManager simulation game gives you an opportunity to actually manage the international expansion activities for a multinational company. You will develop and implement strategies for entering into and expanding throughout the Latin American region for a consumer packaged goods firm that manufactures and markets toothpaste. You will determine which countries to enter, when to enter them, where to produce your products, which customers to target, the products you want to launch and at what prices, the channels through which you want to sell, and manage various marketing communications activities. The simulation will enable you to learn experientially by doing.

**Instructions** - Your instructions are to do a sequential entry (waterfall) strategy into Latin America — that is, you are not to enter more than one country at a time. For example, you will enter Mexico in period 1, a second country in period 2 or 3, a third country in period 4 or 5, etc. You should enter at least three countries.

**Goals** - Your primary goal is maximizing your overall cumulative contribution for the region. Your secondary goals are maximizing your market share and brand equity in each country that you enter.

**To Begin**
1. Read the Student manual.
2. Log in for the simulation at [www.interpretive.com](http://www.interpretive.com) Review the side menu items: Startup, Environment, Consumers, Competition, Decision, Production
3. Then focus on Section 4 of the manual – Issues in International Marketing. Your Marketing plan will cover most of these topics. In order to do so, you will need to use the various reports (environment, competition, internal) to analyze the current situation and forecast how it will (or how you want it to) change.
4. You will begin by entering Mexico by exporting products from your U.S. plant. With some experience under your belt, you will then develop a marketing plan for the next six years of continued expansion in Latin America. Then you will manage the business by implementing your plan (making decisions) over a six-year period. Finally, you will complete an end-of-game report.

**Submitting Decisions**
Decisions are due no later than the dates indicated in the module content. Late Decisions, Plans and/or Reports received the day after the day they are due – 25% penalty. No Decisions, Plans and/or Reports will be accepted thereafter.

**Deliverables**
1) **Balanced Scorecard index score - 240 points – generated by the simulation**

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<thead>
<tr>
<th>Category</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Cumulative Net Regional Contribution</td>
<td>30%</td>
</tr>
<tr>
<td>Cumulative Mfr. Sales</td>
<td>40%</td>
</tr>
<tr>
<td>Brand Equity</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
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Country and regional performance both absolute and relative to other students using the Balanced Scorecard index score that you can view on the Interpretive Software website.

2) **Marketing Plan - 80 points**

Your Marketing Plan should not exceed 7 pages of text (double-spaced, 1” margins, 12-point Times New Roman font). You may add as many exhibits as you like. All exhibits must be referred to in your text. Your plan may be entirely or partially in outline form.
Organize your Marketing Plan as follows:
1. Cover sheet with your name, countries you plan to enter, and date.
2. Executive Summary – one page description of your overall strategy (see #4, #5, #6 and #7 below).
3. Situation analysis (opportunities and threats).
4. Market entry (the countries you plan to enter, and the sequence and timing of entry). Use the Country Attractiveness Analysis spreadsheet and include it in your Appendix (refer to Appendix 2 of your CM manual).
5. Manufacturing location and sourcing (including any changes you plan to make and when).
6. Target marketing strategy (for each country you plan to enter). Each target market should represent a combination of demographics and benefit (e.g., older & healthy; see cross-section under “Brands Purchased” reports).
7. Positioning and marketing mix strategies (target specific 4P strategies for each country you plan to enter).
8. Appendix containing all referenced Exhibits.

3) Final Report - 80 points
Submit a report that describes your performance and what you learned about being a country manager for a company expanding internationally. Your report is not to exceed five (5) pages of text (double-spaced, 1" margins, 12-point Times New Roman font). Your Appendix may include as many exhibits as you like. All exhibits must be referred to in your text.

Organize your Final Report as follows:
1. Cover sheet with your name, countries entered, and date.
2. Describe your successes in implementing your strategy (as described in your Marketing Plan).
3. What would you do differently if you could revise your Marketing Plan? Use the Marketing Plan Revision template and include it as an Exhibit in your Appendix.
4. Assume you are hired away from Allstar Brands by Caremore to become their Mexico Country Manager. You are responsible for managing Clean + White and Caregate in Mexico. Based on the situation at the end of the last game (Period 6), what are Caremore’s major strengths and weaknesses? What will you do to improve Caremore’s performance?
5. Describe five key things you learned about being a manager for a company expanding internationally.
6. Appendix. Your Appendix should include (but is not limited to) country and regional performance.
7. Include the following Period 6 (end of game) information
   - Cumulative net contribution for the region
   - Net contribution for each country
   - Market share for each country
   - Brand equity for each country
Policy Statement
Summer 2015

IMPORTANT DATES for the online undergraduate programs offered in the College of Business
Courses Begin .................................................................06/15/2015
Last day to add a class (without Dean’s permission): ......................06/21/2015
Last day to withdraw completely and receive a 100% refund: ......06/28/2015
Last day to drop a course using SalukiNet: ................................07/19/2015
Final examinations: ................................................................08/06-08/07/2015
Commencement: .......................Ceremonies now held only in May & December

SUMMER SEMESTER HOLIDAYS
Independence Day Holiday 07/23/2015

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY – Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM CODE

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about
LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
  Tutoring: http://tutoring.siu.edu/
  Math Labs http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
PROVOST & VICE CHANCELLOR: http://pvcaa.siu.edu/