

**THE UNIVERSITY OF TEXAS AT ARLINGTON**  
**MARK 4325-001, INTERNATIONAL MARKETING**  
**SPRING 2015**

**Instructor:** Fernando Jaramillo, Ph.D.

**Office:** College of Business, Room 234B

**Office Phone:** 817-272-2273

**E-mail (preferred contact method):** [jaramillo@uta.edu](mailto:jaramillo@uta.edu)

**Class Meetings:** Tuesdays and Thursdays, 9:30 AM to 10:50 AM

**Office Hours:** Tuesdays and Thursdays, 8:30 AM to 9:15 AM

**DESCRIPTION OF THE COURSE CONTENT**

Explores the techniques of entering the international marketplace. Explains the impact of sociocultural, economic, technological, governmental, and demographic factors on the international marketing mix. **Prerequisite: MARK 3321.**

**STUDENT LEARNING OUTCOMES**

This course will present and discuss key elements of marketing and their importance to organizations. The “what,” “why” and “how” of marketing activities are the focus, with an emphasis on both processes and outcomes. The course also integrates marketing with other functional areas. Objectives of the course include:

- Further develop your understanding of forces driving competition in the global marketplace
- Strengthen your knowledge of how national culture affects exchange
- Enhance your skills for analyzing competitive trends, identifying threats and opportunities, and monitoring competitive activities and assessing a firm's competitive advantage
- Understand the value of marketing concepts as guides for addressing business problems and opportunities
- Understand the role of marketing function within cross-functional business processes for creating and delivering superior customer value
- Develop a disciplined approach to the analysis of marketing problems
- Develop an awareness of the major types of marketing problems faced by organizations, with emphasis on sound analytical approaches to effective decisions
- Enhance your ability to present information about your product and services to c-level executives

**COURSE OVERVIEW**

The course is organized around the problems/opportunities faced by businesses in the competitive market environment. It covers the following areas:

1. Role of marketing in conducting opportunity analyses and developing and implementing competitive strategy

2. Understanding the customer: market research driven segmentation
3. Developing and managing the value proposition: differentiation and positioning
4. Going to market: developing competitive marketing strategy
5. Assessing the financial impact of competitive marketing strategy
6. Understanding, attracting and keeping valuable customers
7. Positioning the business to achieve an advantage over competitors
8. Identifying and exploiting growth opportunities
9. Managing the channels for gaining access to international markets
10. Aligning the organization to changing market requirements.

To facilitate your obtaining of knowledge of marketing strategies and tactics, we will examine marketing strategy from a theoretical, methodological and practical perspective as follows:

- ***Understanding Sources of Competitive Advantage.*** We will draw on the resource-based view of the firm to develop an understanding of the many different ‘raw materials’ available for creating and sustaining competitive advantage through marketing strategy. We will focus in particular on two often overlooked elements: 1) the role of market orientation as a source of competitive advantage and 2) the role of people in helping an organization sustain advantage in the marketplace.
- ***Implementing Marketing Strategy.*** We will address how marketing strategy and tactics can be effectively delivered. We will examine critical issues including: the strategy implementation process; marketing organization design; inter-functional interfaces; marketing performance assessment; and, the marketing planning process.

## TEXTBOOK

1. Cateora Philip R., Mary Gilly, and John Graham (2013), *International Marketing*, 16<sup>th</sup> Edition, McGraw-Hill.

Students can use prior editions of this textbook (14<sup>th</sup> or 15<sup>th</sup>) or the “international edition.”

## REQUIRED CASES

1. Henderson, Rebecca M. and Ryan Johnson (2012), “**L’Oréal**: Global Brand, Local Knowledge,” Pages 1-14. *Harvard Business School*. Product 9-311-118.
2. Norton, Michael I. and Jeremy Dann (2013), “**Juan Valdez**: Innovation in Caffeination,” *Harvard Business School*, Case 9-513-090, pages 1-24.
3. Tybout, Alice M. (2013), “Marketing the **Nissan Micra** and **Tata Nano** Using Social Media.” *Harvard Business School*, Case KEL774, pages 1-12.

Electronic copies of the cases can be purchased at Harvard Business Publishing,  
<http://hbsp.harvard.edu/>

## REQUIRED READINGS

1. Hall, Edward T. (1960), "The Silent Language in Overseas Business," *Harvard Business Review*, 38 (May/June), 87-96.
2. Hong, Hae-Jung and Yvez Doz (2013), "L'Oréal Masters Multiculturalism," *Harvard Business Review*, 91 (6), 114-119.

Required readings are available in UTA's library. **Additional readings will be posted on Blackboard.** Please check Blackboard regularly.

## PROCEDURES AND ACTIVITIES

The course will be conducted in a seminar format. Students need to come fully prepared to discuss the material relevant for each class period and are expected to contribute to discussions. Classes will be conducted utilizing a combination of lectures, discussions, case-analyses, student presentations, and in-class exercises.

**Class Participation:** Class participation includes attendance, discussions of assigned readings, cases, and pop quizzes. Class attendance is mandatory and graded.

**Case Analyses:** Groups of 2 to 3 students will write short papers that answer questions provided by the instructor about the required cases. Case questions will be provided one week before each case due dates (see Agenda). Also, groups will prepare a 10-minute presentation to the class presenting case answers. There is a four page double space limitation for each case. Answers must be supported with marketing concepts and theories. Citations from the textbook and reading material in support of case answers are mandatory.

**Report:** Groups of 2 to 2 students will prepare a consultant-like report and a presentation that discusses positioning a product or service "made in the USA" abroad.

**Pop Quizzes:** During the term, you will be given 6 quizzes covering class discussion, student presentations, or required reading material. The quizzes may be given at the beginning of the class, during the class, or at the end of the class. Each quiz will have 1 or 2 questions. Since your grade will be based on the highest 5 scores there will be **no make-up quizzes**.

**Exams:** There will be two essay-type exams during the term (mid-term and final). Exams will cover text material, assigned readings, student presentations, and class discussions. The final exam is comprehensive. Make-up exams are only allowed on exceptional cases due to documented dire circumstances.

## EVALUATION OF STUDENT ACHIEVEMENT

A total of 100 points will be available for the student. Final grades will be determined by the following distribution: A = 90 to 100, B = 80 to 89.9, C = 70 to 79.9, D = 60 to 69.9, F = below 60. Grades will be earned as follows:

Activity	Grade
Class participation and in-class exercises	14
Quizzes (5@3)	15
Cases (3@7)	21
Mid-term Exam	15
Final Exam	20
Positioning Report Presentation	5
Positioning Report Write-up	10
<b>Total</b>	<b>100</b>

## ACADEMIC DISHONESTY

Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, and collusion (see <http://www.uta.edu/conduct/academic-integrity/index.php>) on an examination or an assignment being offered for credit. Each student is accountable for work submitted for credit, including group projects. Students who engage in **any** act of scholastic dishonesty will receive an **“F” as their final grade in this class**. The incident will also be reported to the Office of Student Conduct.

## SUBMISSION OF ASSIGNMENTS

All assignments are due on the date and time assigned. **Late submissions will be penalized with a letter grade per class session.** All assignments must be typed, professionally presented, and submitted in hard copy. **Electronic submissions** (e.g., disk or e-mail attachment) **will not be accepted.**

There are no make-ups for grades pertaining to in-class activities. “Letting me know” that you will not be in class does not justify lack of class participation and involvement.

## Approved Absences

A 5 to 10 minutes presentation on the topic covered during the missed session can be presented on the date following the absence. The presentation grade can replace a quiz grade or in-class assignment from the missed session. Students can only use this option on a single occasion.

## AGENDA

Date	Topics	Readings and Activities
01/20	International Marketing Basic Concepts	Syllabus Discussion
01/22	Self-Reference Criterion and Ethnocentrism.	IM, Chapter 1 Read Hall (1960)
01/27	Trade Flows	IM, Chapter 2
01/29	History / Environment	IM, Chapter 3
02/03	National Culture	IM, Chapter 4 Read Hong and Doz (2013)
02/05	The New Multinationals	
02/10	Big Emerging Markets	<b>L'Oréal Paper Due</b>
02/12	Marketing to the Basis of the Pyramid	
02/17	Context, M-Time versus P-Time	IM, Chapter 5
02/19	Market Orientation	
02/24	Cultural Differences and Similarities	Hall (1960)
02/26	Cultural Differences and Similarities	IM, Chapter 5
03/03	The Political Environment	IM, Chapter 6
03/05	Corporate Social Responsibility	
<b>Spring Vacation: March 9 – March 14</b>		
03/17		<b>Midterm Exam</b>
03/19	Emerging versus Mature Markets	
03/24	Emerging versus Mature Markets	<b>Juan Valdez Paper Due</b>
03/26	Legal Environment	Read Chapter 7
03/31	Marketing Research	Read Chapter 8
04/02	NAFTA	Read Chapter 9
04/07	European Union	Read Chapter 10
04/09	Asia Pacific Region	Read Chapter 11 <b>Nissan Micra and Tata Nano Paper Due</b>
04/14	Planning and Competitive Analysis	Read Chapter 12
04/16	Planning and Competitive Analysis	Porter (2008)
04/21	Product Adaptation	Read Chapter 13
04/23	Business to Consumers vs. Business to Business Marketing	Read Chapter 14
04/28	International Marketing Channels	Read Chapter 15
04/30	Integrated Marketing Communications	Read Chapter 16
05/05	Negotiations and Student Presentations	Read Chapter 19
05/07	Student Presentations	<b>Submit Positioning Report</b>
<b>05/14</b>	<b>Comprehensive Final Exam</b>	<b>8:00 AM to 10:30 AM</b>

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

**Americans with Disabilities Act:** The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Academic Integrity:** Students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

**Student Support Services:** UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this

account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey:** At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located south-west from the classroom. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.