International Marketing | MARK 363-101
Tuesday|Thursday 1:00-2:15 Corboy Room 322

Catalog Description

Prerequisites: Junior standing, minimum grade of "C-" in MARK 201.

This course develops an understanding of how marketing strategies are developed in the global environment.

Outcome: Students evaluate cultural, governmental, economic and competitive conditions to illustrate how these factors impact an organization’s marketing strategy. Attention is paid to the positive and negative consequences of globalization.

This course develops an understanding of how marketing strategies are developed in the global environment.

Course Overview

We inhabit a deeply interconnected global landscape of economic, social and political forces. A world where we cannot fully understand The Great Recession’s impact on – jobs, consumer spending, housing markets, investment portfolios, economic inequality, climate change, or government debt and deficits – without a critical analysis of contemporary and historical financial interests and all forms of mercantile governance. This course explores the complex foundations of contemporary marketing & business strategy by asking students to subject their own views to critical examination through rigorous application. This course will provide analysis of the issues of globalization you will encounter throughout your lifetime.
Course Objectives and Learning Outcomes

1. Recognize cultural differences with a particular focus on Occidental vs Oriental sensibilities and their effect on the operations of international business and marketing practitioners. Gain the ability to analyze these cultural differences in terms of opportunities and inherent risks in conducting marketing activities and in segmenting global markets.

2. Gain global citizenship perspective, and gain cultural, economic and marketing insights and causes/consequences of globalization.

3. Gain deeper understanding of the frameworks and techniques to conduct opportunity assessments, identify high potential regions, size markets and develop efficient and effective business/marketing strategy.

Required Materials

Principal and required readings will be drawn from the following books, which are available for purchase in paperback at the Loyola Bookstore:

- Nassim Taleb, *The Black Swan*
  ISBN 978-0812973815

- Michael Sandel, *What Money Can’t Buy*
  ISBN 978-0374203030

- Thomas Piketty, *Capital in the 21st Century*

Other assigned readings include excerpts from Ferguson, Huntington, Rand, Friedman – Thomas and Milton – Kotler, and other contemporary writers and theorists. These readings and case studies together with the assigned books are required as indicted on the syllabus. **It is the responsibility of each student to obtain copies of the Harvard Case Studies on their own. Cases can be found via Loyola’s Library Services or can be purchased directly from Harvard’s Case Study website at:** [http://hbr.org/search](http://hbr.org/search)
Course Requirements and Grading Criteria

Team & Individual Project Work
The marketing plan/industry analysis document will be delivered in three increments and an oral defense. This team analysis will comprise 40% of your final grade. Class participation will contribute an additional 20% and individual work another 40%. Class participation and attendance is integral to the success of this course. I count on it heavily & will apply the Socratic Method in class.

Students will work in business teams for the Marketing Plan Analysis, presented during the last two weeks of class. Student teams are required to orally defend and provide a comprehensive marketing plan by executing the following:

Two Phase Deliverables:
1. Market Overview | Country Analysis
2. Objectives & Strategies
   Tactical Action Plan & Budget

GRADING OF PLAN
Each team will be graded based on the following deliverables:

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<th>Component</th>
<th>Weight</th>
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<tr>
<td>Presentation Skills</td>
<td>15%</td>
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<tr>
<td>Depth of Analysis</td>
<td>60%</td>
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<tr>
<td>Organization of Document</td>
<td>25%</td>
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Course Grade Summary

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<th>Component</th>
<th>Weight</th>
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<tr>
<td>Phase I Project</td>
<td>20%</td>
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<tr>
<td>Phase II Project</td>
<td>20%</td>
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<tr>
<td>Individual Papers</td>
<td>40%</td>
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<tr>
<td>Individual Participation</td>
<td>20%</td>
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Class Participation

The benefit of a theory or case orientated pedagogy depends upon the extent to which you engage and share your own viewpoints and conclusions to the critical judgment of the class. That is, after all, marketing’s lifeblood: the sharing of ideas. Marketing is about the idea business. You should view class participation both as an opportunity to ask questions to enhance your understanding AND demonstrate your understanding of the material. Comments and questions should be relevant to the material being discussed.

It is imperative that you read all the material assigned for each class and come to class with a series of comments that you think will be interesting to the class. Lectures will be held on Tuesdays and Thursdays. On Tuesdays, we will cover new materials and Thursdays are your opportunity to contribute in teams and individually to the discussion,
If you must miss a class, you are expected to contact a classmate for the material. You miss it, you obtain it. It's simple. Lectures will be posted on SAKAI over the weekend and since a team project is an integral class component, please keep in mind that you can only get credit for class participation if you are actually in the class. In addition, your colleagues are counting on your insight and it is not fair to them if you miss many class sessions. Everyone learns from your comments. Please remember to bring your name cards to class. This is your exercise in branding – you want your colleagues to associate your insights with you, the brand. Participation is measured equally at 25% each across the following criteria:

Relevancy | Research | Responsiveness | Rationale.

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<th>Course Grading Scale</th>
<th>Loyola University Grading Scale and Weights</th>
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<td>A-</td>
<td>A- 3.67</td>
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<tr>
<td>B+</td>
<td>B+ 3.33</td>
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<td>B</td>
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<td>59 and below</td>
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100-93%  
92-90  
89-87  
86-83  
82-80  
79-77  
76-73  
72-70  
69-67  
66-60  
59 and below
Quinlan School of Business Policies:

**Attendance**

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. The student is responsible for any assignments or requirements missed during an absence.

My policy is that all laptops and communication devices must be turned off during class with no exceptions.

When additional reading materials, handouts or presentations are assigned, they will be posted on Sakai the weekend before the class giving you time to print hard copies for class. Please be in class on time. Repeat offenders will lose participation points. You are requested to prominently display your name card for each class.

**Make-Up Examinations**

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician’s note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.
**Academic Integrity**

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.


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**Class by Class/Week by Week Course Outline**

**W/O August 22, 2014**

**A Brief History of Globalization**


Begin Reading Nassim Taleb’s *The Black Swan*

**W/O September 1, 2014**

Interpreting Causes & Consequences of Globalization

- Martin Wolf, Why Globalization Works, 2007, Chapter 3

- Michael Lewis, Wall Street on the Tundra
  [https://depts.washington.edu/teclass/articles472/Wall%20Street%20on%20the%20Tundra%20_vanityfair.pdf](https://depts.washington.edu/teclass/articles472/Wall%20Street%20on%20the%20Tundra%20_vanityfair.pdf)

**W/O September 8, 2014**

Global Affluenza: The End of an Era

- Marketing Project: Define Team Assignments | Work Load | Client | Country

- The Globalization of Markets by Theodore Levitt (See Resource on Sakai)

- The Clash of Civilizations by Samuel Huntington (See Resource on Sakai)
W/O SEPTEMBER 15. 2014
Reflections on Justice, Access & The Good Life
Resource
- World Happiness Report (See Resource on Sakai)
  Edited by John Helliwell, Richard Layard & Jeffrey Sachs

Begin Reading Thomas Piketty’s Capital in the 21st Century
w/o September 22, 2104
MARKETING RENAISSANCE: OPPORTUNITIES & IMPERATIVES FOR IMPROVING MARKETING
- HARVARD 2012 MARKETING MUST READS (SEE RESOURCE ON SAKAI)
- LSE EURO CRISIS HISTORICAL PERSPECTIVE (SEE RESOURCE ON SAKAI)
  Deliverables: Phase One Project | Market Overview Due

W/O SEPTEMBER 29. 2014
Global Opportunities through Interpretation of Crisis
- HBR’s List of Audacious Ideas
  http://hbr.org/search/R1201B
- NBR’s List for Solving the World’s Problems
  https://cb.hbsp.harvard.edu/cbmp/product/R1201B-PDF-ENG
- McKinsey Athens 2011 (See Resource on Sakai)

W/O OCTOBER 6. 2014
Mid-Semester Break | No Class Tuesday, October 7th
Screening: The Inside Job OR Too Big To Fail
Deliverables: First Individual Reflections Paper Submitted to www.turnitin.com

W/O OCTOBER 13. 2014
Africa, Middle East, Foreign Aid & The Barefoot Movement
- Ted Talk of Bunker Roy
  http://www.ted.com/talks/bunker_roy.html
- William Easterly
- Africa, Middle East – Egypt & Vodafone
  [https://cb.hbsp.harvard.edu/cbmp/content/ES1451-PDF-ENG](https://cb.hbsp.harvard.edu/cbmp/content/ES1451-PDF-ENG)

**w/o October 20. 2014**  
The Nuances of Consumer Behavior

- **The Post-Recession Consumer**  

- **Dealing with Darwin: How Great Companies Cope with Globalization and Commoditization**  

**Begin Reading Michael Sandel’s What Money Can’t Buy**

**w/o October 27. 2014**  
The Black Swans are Spreading: Finding New Value Niches

- **Recessionary Consumer Values**  

**w/o November 3. 2014**  
Developing Global Marketing Strategies  
Planning & Product Development

- **Target: Responding to the Recession**  
  by Ranjay Gulati, Rajiv Lal, Catherine Ross  

**w/o November 10. 2014**  
The Future of Globalization


- Joseph Stiglitz, Globalization & The Role of the State in the New Millennium  
  (See Resource on SAKAI)

**Deliverables:** Individual Reflections Paper Submitted to [www.turnitin.com](http://www.turnitin.com)
W/O November 17. 2014

Deliverables: Phase Two Export Project | Objectives & Strategies Due

W/O November 24. 2014

No Class Thursday, November 21 nd. Happy Thanksgiving.

W/O December 1. 2013

FINAL PRESENTATIONS

W/O December 8. 2014

FINAL PRESENTATIONS

Friday, December 12. 2014

1:00-3:00

FINAL EXAMINATION DATE | FINAL GROUP PRESENTATIONS

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.