

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Spring 2021
Discipline:	Marketing
Course Number and Title:	MKT 365 International Marketing
Division:	Upper
Faculty Name:	Bonnie Simpson
Semester Credit Hours:	3

Prerequisites: One (1) upper-division fundamentals of marketing course; (Cannot be taken concurrently with MKT 365)

COURSE DESCRIPTION

Businesses increasingly face demand to operate across borders because of emergent opportunities for growth and as a function of the revolution of global communication. In this global context, companies, events, and consumers need to be strategic about cross-cultural issues. This course provides an overview of the key elements of international marketing – marketing that occurs across national boundaries. Students will gain an understanding of external forces that affect international marketing activities by examining economic, cultural, legal, and political issues that marketers need to understand to operate successfully in a global environment. Semester at Sea, in particular, presents an optimal setting to examine how cultural environments and global challenges and opportunities shape marketing strategy in an increasingly international marketplace. Students will synthesize and apply existing marketing knowledge while developing research and analytical skills to understand the challenges of international marketing and global demographic trends for the future. A high level of class participation is expected, and students should be prepared for small group collaborative learning, including the development of an international marketing plan specific to Semester at Sea experiences.

LEARNING OBJECTIVES

- Gain appreciation for the ways that cultural environments are both similar and different within and between countries and marketplaces.
- Assess global marketing opportunities using market research and economic development to develop a global vision.
- Recognize global marketing strategies for the marketing mix.
- Apply marketing strategies in international contexts with consideration of customers, partners, and regulations.
- Develop an international marketing plan.

REQUIRED TEXTBOOK

AUTHOR: Philip Cateora, John Graham, Mary Gilly, Bruce Money
TITLE: Marketing
PUBLISHER: McGraw-Hill
ISBN: ISBN10: 1259712354 / ISBN13: 9781259712357
DATE/EDITION: 2020/18th Edition

TOPICAL OUTLINE OF COURSE

Depart Tokyo, Japan – January 5

A1–January 7: Class Introduction

A2–January 9: Scope and Challenge of International Marketing Chapter 1
Case 1-1

Shanghai, China – January 11-16

A3–January 17: Asia Pacific Region Chapter 11

A4–January 19: International Trade Chapter 2

A5–January 21: History and Geography Chapter 3

Ho Chi Minh City, Vietnam – January 23-28

A6–January 29: Cultural Dynamics Chapter 4

A7–January 31: Culture, Management Style, and Business Chapter 5

Surabaya, Indonesia – February 1-5

Community Programming – February 6 (No Class)

A8–February 8: Political Environment Chapter 6

A9–February 10: International Legal Environment Chapter 7
Case 1-3

Cochin, India – February 12-17

A10–February 18: Marketing Research Chapter 8

A11–February 20: Marketing Research continued Case 3-8

A12—February 22: Exam #1

Port Louis, Mauritius — February 23

A13—February 25: Global Marketing Management Chapter 12

A14—February 27: Products and Services Chapter 13,14

**A15—March 1: Marketing Channels Chapter 15
Case 3-3**

Cape Town, South Africa — March 2-7

A16—March 9: Integrated Marketing Communications Chapter 16

A17—March 11: Personal Selling and Sales Management Chapter 17

Jamestown, St. Helena (UK) — March 12

A18—March 14: Pricing Chapter 18

**A19—March 16: The Americas Chapter 9
Case 4-5**

Salvador, Brazil — March 18-23

A20—March 24: Global Negotiations Chapter 19

A21—March 26: Project Working Day Field Report Due

Community Programming — March 28

**A22—March 29: Presentations Country Notebook
Due**

**A23—March 31: Presentations Country Notebook
Due**

Casablanca, Morocco — April 2-7

A24—April 8: Europe, Africa, and the Middle East Chapter 10

La Coruna, Spain — April 10-14

Study Day / Global Studies Exam — April 15 (No Class)

A25—April 16: Exam #2

Arrive Amsterdam, The Netherlands — April 20

FIELD WORK

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class & Assignment

[Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the Spring 2021 Courses and Field Class page when available.]

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute at least 20% of the contact hours for each course and are developed and led by the instructor.

The field class for this course is on March 18th in Salvador, Brazil.

Field Class Title: The International Market for Coffee

Field Class Description: Compared to the other regions, Bahia is fairly new to the coffee scene, as coffee has only been cultivated here since the 1970s. However, it's already popular for its use of quality beans and high-tech farming techniques, notably in the state's Cerrado and Planalto da Bahia regions, where productivity rates are the highest in the country.

This field class will engage students in the process of using research and strategy to understand coffee production in Brazil as well as global distribution and consumption. Students will learn more about the industry growth, potential market segments, current products/services, revenue streams, and key partners. Students will contrast consumption experiences at a Salvador Café and more typical coffee cart, learn from a coffee distributor, and discuss with local academic researchers and students, and finally, reflect on how consumer markets are similar and different to others visited on the voyage.

Learning Objectives:

- Appreciate marketing in a different country using Salvador as a specific context.
- Develop perspective on the specific “user experience” needs of international customers.
- Understand the role of international marketing in the global economy through a local application to the coffee industry
- Understand the impact of globalization of trade on Brazil

Program: We will visit two different coffee consumption points; discuss with a coffee distributor about marketing strategy; and meet with local university students and faculty to learn about research and education in this important local industry.

Outcome: Students will learn about the coffee industry in Brazil to address key marketing questions and inform the basis of knowledge from which to build their Country Notebook. Field Class Assignment: Students will write a 1500-word report as a group outlining the key issues they will address in their Country Notebook. They will support their areas of focus through descriptions of their marketing insights from the visit, grounding them in the course concepts.

Due Date: March 26, 2021

Independent Field Assignments

Throughout the term students will be assigned small in-class assignments that will require observation on and reflection from independent field experiences. For instance, in our lecture on Cultural Dynamics you might be asked to make observations (take notes, pictures) about course concepts while visiting Vietnam. In our following lecture on Culture, Dynamics and Business you might then work in a small group to develop a short report on how your observations align with or inform your understanding of the concepts. The goal of these experiential components is to enhance the course content through applied applications. These assignments will be evaluated as part of the 'In-class Assignments' evaluation as outlined below.

Due Date: Ongoing throughout the voyage

METHODS OF EVALUATION

Exam #1	20%
Field Class Assignment	20%
In-class Assignments	20%
Country Notebook	20%
<u>Exam #2</u>	<u>20%</u>
Total	100%

Exam #1 (20%)

Exam #1 will cover all course material up to the date of the exam.

Field Class Report (20%)

Students will write a 1500-word report as a group outlining the key issues they will address in the marketing proposal project. They will support their areas of focus through descriptions of their marketing insights from the visit, grounding them in the course concepts.

In-Class Assignments (20%)

Throughout the term students will be assigned small in-class assignments such as case participation and applied exercises. Some of these, as outlined above, will require observation on and reflection from their independent field experiences. The goal of these experiential components is to enhance the course content through applied applications. They will be graded as either completed/not and thus attendance and active participation is necessary. For each in-class assignment not completed, 2% of the grade (up to 20%) will be deducted.

Country Notebook (20%)

In groups, students will prepare a marketing plan for a product examined during the field visit for marketing in one of the countries visited (one group per country, ideally) where the product is not yet distributed. For their selected country, students will prepare a 'Country Notebook' that contains a cultural analysis, an economic analysis, a marketing audit and competitive analysis, and preliminary marketing plan for introducing the product into that market. Part 6 of the text has a guide for developing a marketing plan. After the final port visit, students will summarize their marketing plans in front of the rest of the class. The final grade will be split between the report (15%) and the presentation (5%).

Exam #2 (20%)

Non-cumulative, this exam covers all material from after Exam #1.

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea® classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage. More details can be found within the Course Registration Packet, as posted to the [Courses and Field Classes page](#) no later than one month prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea® courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILMS

None

ELECTRONIC COURSE MATERIALS

None

ADDITIONAL RESOURCES

None