



FACULTÉ DES SCIENCES DE L'ADMINISTRATION
UNIVERSITÉ LAVAL

INTERNATIONAL MARKETING - MRK-22425

(Classroom: 1307 - 12h30 to 15h30)

WINTER 2007

Professeur : Nizar Souiden, Ph.D.

Meeting with appointment:

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Prerequisite: MRK-19222 (Principles of marketing) or the equivalent

English requirement: Students must pass the English proficiency test specified by the undergraduate programs office.

Important note: The FSA does not tolerate non ethical behavior. The [Règlement disciplinaire à l'intention des étudiants](#)² mentions more than twenty infractions of an academic nature which are subject to sanctions. You undoubtedly know the most common infractions, but do you know that copying or putting a couple of phrases of text in your own words without mentioning the source constitutes plagiarism? In order to avoid exposing yourself to any academic sanction, including failing the course or expulsion from the program, you are invited to consult the following website: www.fsa.ulaval.ca/plagiat. This website contains useful information to avoid committing plagiarism

Course Description

For most companies, going international is no longer a choice but a necessity for economic survival. The challenge for the international marketing manager is to develop strategic marketing plans that are competitive in ever-increasingly global markets. Knowledge and skills relating to international marketing are therefore essential for today's businesses. This course covers the fundamental aspects of international marketing: the context of global marketing activities, global marketing planning (foreign market evaluation, segmentation and positioning), an overview of market entry modes, and the development of the global marketing mix. Particular accent is

¹ L'Université Laval provides free of charge e-mail address to students (...@ulaval.ca). Please use the school email add to communicate with the professor.

² Le générique masculin est utilisé sans aucune discrimination

placed on cultural forces underlying the international marketing task -- from market evaluation to the development of global marketing strategies and international negotiation and sales.

For the student for whom this is the only course touching the international dimension, the present course covers the environmental factors necessary for the understanding of the international environment and the potential modifications required in one's approach to markets. For the student who has already taken other courses related to the international dimension (ex: International Business Management, International Economics, etc.) this overview of the environment should reinforce his/her knowledge of the international environment since certain elements will be presented and analysed from the perspective of international marketing.

This course entails a study of international trade concepts, world markets, international marketing strategies, and the process and problems associated with establishing marketing operations in foreign countries. The general objectives of this course are to familiarize students with the body of knowledge on international marketing strategies and the problems of doing business across national boundaries.

Objectives

General objectives:

In conformity with the overall objectives of the undergraduate program to provide the student a conceptual framework and to furnish the tools for management decision making, this course provides the opportunity for the student to:

- 🌐 Develop a positive attitude toward international business
- 🌐 Acquire the knowledge and skills required to participate in the development of international marketing strategy, taking into account the needs and constraints of the firm and its markets.

Specific objectives:

During the course, the student should:

- 🌐 become familiar with today's environmental factors underlying decision making in international marketing
- 🌐 be able to identify and discuss the controllable (by the firm) and uncontrollable factors (cultural, financial, legal, others) which intervene in market evaluation, market choice, segmentation, positioning, and development of a marketing plan.
- 🌐 be able to discuss the advantages and disadvantages for a firm to be involved in international business
- 🌐 be able to identify and discuss the various schemas which may be used to analyze the appropriateness of particular components of the global marketing mix (product/service, distribution, promotion, price) in foreign markets and to apply these and other course concepts to case problems or descriptive situations.
- 🌐 be able to participate in the elaboration of an international marketing strategy, taking into consideration the needs and constraints of the firm and of foreign markets.

Course content

This course defines the fundamentals of international marketing:

- 🌐 The steps related to internationalization of the firm;
- 🌐 The analysis of constraints (cultural, financial, legal, others);
- 🌐 The choice of foreign markets
- 🌐 The development of global marketing strategies taking into account
 - Competitive forces
 - International entry modes (exporting, production under license, direct investment, others);
 - Strategic alliances
 - The decisions involved in the “4 P’s” of an international marketing plan.

Teaching/Learning tools and activities

Classes will be conducted in a way that promotes extensive student participation. Group discussions and reporting are expected and students will combine text, cases, and other supplemental readings with independent research and personal experiences to enhance the learning process.

Students should sign into the course Webct site at: www.webct.ulaval.ca

- 📚 Lectures, videos, situation analysis and/or conferences
- 📚 Class discussion
- 📚 Personal reading: text, information presented on the course’s website (WebCT), material on the Internet
- 📚 Firm case study (teams of 5 students)

Objectives of the “firm case study”:

Identify the principal problems, related to international marketing, encountered by the firm during its internationalization process or in its regular operations on the international scene and identify how the firm succeeded in resolving these problems. The case will be presented in a written report and will be presented in class and discussed with your classmates (class meetings 5 through 12). Teams that wish to begin their case study early in the session may propose their teams for the first 3 presentations (class meetings 5, 6, and 7) and bonus points will be accorded (please refer to the Firm Case Study instructions for further details).

Evaluation

35%	Session project: firm case study (written report 80%, class presentation 20%)
10%	Periodic quizzes (5 quizzes, 2% each)
10%	Participation (attendance, in class discussion, etc.)
45%	Final exam (cumulative - 3 hours). The date and the classroom will be determined by the undergraduate program office at a later date.

(Note: Regardless of the date announced, the student must remain available during the entire period reserved for final exams, i.e., until April 27, in case of schedule changes not under the control of the administration.)

Notes concerning evaluation:

- **Note 1: Final exam content:** all class lectures, assigned readings, case studies presented by students, videos, conferences and class discussions related to these activities.
- **Note 2: A question of equity:** If a student does not obtain at least 55% globally on quizzes and the final exam, the student's final score cannot be increased through the team project for a final grade greater than "C+." **In addition**, each team member is expected to contribute to the team case study in an equitable manner. The professor reserves the right to adjust the note of a student based on end-of-session team cross-evaluations if these show that the person did not contribute equitably (in terms of the quality of his/her work and his/her active participation in the team meetings and different tasks involved). You are encouraged to manage your teams in a mature manner and to resolve difficulties if possible. If necessary, the professor is available as an arbitrator.
- **Note 3: Final score (rounding):** Class participation (attendance and participation in discussions which indicate control of the reading material, class lectures, cases, and class discussions) will be considered if the student's score at the end of the session is borderline (ex: score = B, very close to a B+). Individual results (quizzes + exam) will also be considered for borderline cases if the individual's results are superior to team results.

Communication

WebCT contains a dedicated communication module between the professor and individual students. Please check your messages regularly (the link flashes if you have a new message)¹. There are no established office hours. Questions and requests for appointments may be made by e-mail or telephone (ext. 5321).

The forum is designed to help students remain in touch with each other and with the professor (i.e., messages to all students). Important information or necessary changes may be posted from time to time on the forum, so please visit the site regularly. It is your responsibility to remain informed.

¹ You may transfer WebCT messages to your personal e-mail account; contact the "APTI" center (Applications pédagogiques des technologies de l'information – Education applications of information technologies).

Other Policies for the Course

- Attendance: Attendance is required, and missing a class may negatively influence a student's overall score. If you must miss a class, you are responsible for contacting a classmate concerning the material and the discussion which took place during your absence.
- Being punctual is also important as it indicates seriousness and positive indication.
- Participation: Students are expected to actively participate in class discussion. Participation is important to the student and to his classmates. Students, therefore, are expected to be prepared and aware of the materials in advance.
- In order to broaden the students' knowledge and background in the course area and make him/her effectively participate in class discussions, students are required to solve in class cases and problems related to materials management covered in the course.
- Projects: One project will be assigned for each student. Projects will be discussed in off-class in details.
- Cases: Several cases are assigned and will be discussed in depth in class. Each student (or team) must be familiar with all cases. Cases are selected to cover a wide range of industries.
- No late assignments accepted.
- All assignments must be typed.

Scholastic Dishonesty

Cheating of any sort is not tolerated. Cheating on an exam or quiz, plagiarism, improper citation, not doing your own work, unauthorized collaboration with another in preparing outside work or copying will be grounds for dismissal from the class with a failing grade or other sanctions as provided in the university policies and procedures. Academic work submitted by students shall be the result of their thought, research or self-expression. Academia is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework.

Course readings

Compulsory text:

Cateora, Philip R., John L. Graham et Edward A. Bruning (CGB), International Marketing, Canadian Edition, Homewood, Toronto, Canada: McGraw Hill Ryerson, 2006. (See the class schedule for specific page references.)

Complementary reading (normally available at the Université Laval library)

(Many volumes on international marketing are available. Each makes its own contribution. When investigating a particular area, it is suggested that you refer to several sources. Below is a selection of these. Several older texts are included in the list due to their particular contributions.)

Albaum, Gerald, J. Strandkov, E. Duerr, L. Dowd, International Marketing and Export Management, 5th Edition, New York: Addison-Wesley Publishing Company, 2004.

- Bennet, Roger, International Marketing: Strategy, planning, market entry & implementation, 2nd edition. London: Kogan Page, 1998.
- Croué, Charles, Marketing international. Bruxelles : De Boeck Université, 2003.
- Décaudin, Jean-Marc, Stratégies de publicité internationale. Paris : Éditions Liaisons, 1991.
- Denis, Jean-Émile, La Gestion de l'Exportation, une perspective québécoise: texte et cas. Ottawa: Centre de droit et de politique commerciale, Université d'Ottawa, 1992.
- Denis, Jean-Émile et collaborateurs, La PME et l'exportation, Gaétan Morin Éditeur, 1984.
- Deysine, Anne, S'internationaliser : stratégies et techniques. Paris : Dalloz, 1995.
- Hollensen, Svend, Global marketing: a market-responsive approach, 2nd edition. Financial Times/Prentice Hall, 2000.
- Keegan, Warren J., et F. H. Rolf Seringhaus, Global Marketing Management, 2nd Canadian Edition, Scarborough, Ontario : Prentice-Hall Canada Inc., 1999.
- Kotler, Philip , Pierre Filiatrault et Ronald Turner, « Les stratégies de marketing et la mondialisation des marchés » dans Le management du marketing, 2ième édition. Montréal : Gaétan Morin Editeur Ltée, 2000. (ou dans la 1ière édition 1994).
- LeRoy, Georges, Guy Richard, Jean-Paul Sallenave, La Conquête des Marchés Extérieurs, Paris, France: Les Editions d'Organisation, 1985.
- Lyonnet, Bernard, Pratique du marketing international. Paris : Éditions Eska, 1996.
- Meloan, Taylor W. et John L. Graham, International and global marketing: concepts and cases, 2nd edition. Boston, Mass.: Irwin/McGraw Hill, 1998.
- Nelson, Carl A., Exporting: A Manager's Guide to the World Market. London: International Thomson Business, 1999.
- Root, Franklin R., Entry Strategies for international markets. San Francisco : Jossey-Bass, 1998.
- Rosson, P.J., Reid, S.D., éd., Managing Export Entry and Expansion, Concepts and Practices, New York: Praeger, 1987.
- Thorelli, Hans B. et S. Tamar Cavusgil, International Marketing Strategy. Oxford : Toronto : Pergamon Press, 1990.
- Toyne, Brian et Peter G.P. Walters, Global Marketing Management, 2nd Edition. Needham Heights, Massachusetts: Allyn and Bacon, 1993.
- Usunier, Jean-Claude, Commerce entre cultures: une approche culturelle du marketing international, Tome 1, Paris: Presses Universitaires de France, 1992.

In addition, there are many periodical and electronic resources dealing with international marketing. Sources will be mentioned from time to time in class.



CLASS MEETING SCHEDULE MRK-22425 – WINTER PROFESSOR NIZAR SOUIDEN

NOTE: Readings indicated are for discussion the same week.

IMPORTANT NOTE IN CASE OF INTERRUPTION OF CLASS SCHEDULE : In case of cancellation of a class meeting (snow storm... or other event), the material for the class meeting will be delayed until the following week and the material for the following class meetings will be delayed in turn. A date will be agreed upon to add a class meeting in order to finish the material. Please consult WebCT for instructions.

Note: Readings indicated are for discussion the same week.

W	Date	Content/activities	Chapter	Video	Assigned reading, end-of-chapter questions, activity notes	Case Study	Presentation
1	Jan.10	. Course objectives and activities . Ch 1 - « The Scope and Challenge of International Marketing » .Organization of teams	Ch. 1	Two Takes, Coke and Pepsi (13:00)	Cateora, Graham and Bruning (CG&B) Ch. 1, p. 2 à 27 Q 1, 3, 4, 8		
2	Jan.17	.Ch. 3 - « Cultural Dynamics in Assessing Global Markets » .Video and discussion	Ch.3	McDonald's (11:37)	CG&B Ch.3, p. 64 à 101 Q 1, 3, 14, 20		
3	Jan.24.	.Ch. 2 - « The Dynamic Environment of International Trade » .Case to read for class discussion: (Selling U.S. Ice Cream in Korea (available on the website)). .Video and discussion .Quiz #1 (available on the website).	Ch.2	Trade Disputes (10:22)	In class, submit the name of the firm to be studied. CG&B Ch. 2, p. 28 à 62 Q 1, 2, 14, 15	Selling U.S. Ice Cream in Korea (available on the website).	
4	Jan.31	.Ch. 4 - « The Political Environment : A Critical Concern » .Video and discussion .Ch. 5 – « The International Legal Environment : Playing By the Rules »	Ch.4 & 5	Trade in Steel (12:53)	CG&B Ch. 4, p. 102 à 128 Q 1, 4, 8, 12 CG&B Ch. 5, p. 130 à 160 Q 1, 2, 6, 14		

5	Feb.7	.Ch 6 - « Developing a Global Vision Through Marketing Research ». .Video and discussion .Team presentation Quiz #2 (available on the website)	Ch.6		CG&B Ch. 6 , p. 162 à 190 Q 1, 2, 8, 13		Team 1
6	Feb.14	.Ch. 7 - « Emerging Markets » .Ch. 8- « Multinational Market Regions and Market Groups » .Video and discussion .Team presentation	Ch.7 & 8	India's Economy and Foreign Markets (7:54) Or Nike (11:03)	CG&B Ch. 7, p. 192 à 227 Q 1, 7, 8, 15, 20 CG&B Ch. 8, p. 228 à 266 Q 1, 2, 8, 12, 18		Team 2
7	Feb.21	.Ch. 9 - « Global Marketing Management : Planning, Organization, and Market Entry » .Video and discussion .Team presentation Quiz #3 (available on the website)	Ch.9	Honda North America (10:32)	CG&B Ch. 9, p. 268 à 297 Q 1, 5, 10, 11		Team3
8	Feb.28	. Ch. 10 – « .Products and Services for Consumers » .Ch. 11 – « Products and Services for Businesses » .Video and discussion .Team presentation	Ch.10 & 11	Coke in Japan (9:34)	CG&B Ch. 10, p. 298 à 329 Q 1, 7, 9, 13, 15 CG&B Ch. 11, p. 330 à 350 Q 1, 2, 8, 16		Team 4
	March 6 to 10	Winter Break					
9	March 14	Ch. 12 - « International Marketing Channels ». .Video and discussion .Team presentation Quiz #4 (available on the website).	Ch.12	Starbucks (12:08)	CG&B Ch. 12, p. 352 à 384 Q 1, 3, 7, 11, 14		Team 5
10	March 21	.Ch. 13 – « Exporting and Logistics : Special Issues for Business »» .Video and discussion .Team presentation	Ch.13		CG&B Ch. 13, p. 386 à 415 Q 1, 3, 6, 9		Team 6
11	March 28	.Ch. 14 - . « Integrated Marketing Communications and International Advertising»	Ch.14 & 15	Levi's Global Ads	CG&B Ch. 14, p. 416 à 447 Q 1, 3, 7, 9, 11		Team 7

		Ch. 15 - «Personal Selling and Sales Management » .Video and discussion .Team presentation Quiz #5 (available on the website).		(16:45)	CG&B Ch. 15, p. 448 à 475 Q 1, 4, 10, 12		
12	April 4	.Ch 16 - «Pricing for International Markets » .Video and discussion .Team presentation	Ch.16	JL Design (16:11)	CG&B Ch.16, p. 476, à 508 Q 1, 2, 4, 8, 19, 26, 28, 31		Team 8
13	April 11	.Ch. 17 – « Negotiating with International Customers, Partners, and Regulators » .Video and discussion .Closing comments, synthesis	Ch.17	International Negotiations (24:15)	CG&B Ch. 17. p. 510 à 536 Q 1, 3, 6, 9, 10, 12		
14		Final Exam					

Note:

Owing to certain uncontrollable factors (number of students enrolled in the course, unpredicted events, etc.),

Changes might occur on the course plan. These changes will be discussed with students.



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