MARKETING TO THE PACIFIC RIM
This course is based on the academic research of Professor Jeffrey Fadiman, M.A., Ph.D. Ed. (British)
Bus 133B satisfies the electives required for a concentration (major, minor) in marketing and international business

1. The Professor:
Jeff Fadiman is Professor of Global Marketing, College of Business, San Jose State University. Twice a Fulbright Scholar, he publishes in three disciplines: Global Marketing, African History and World Relations. He has 42 academic publications, including five books. His first Global business article appeared in Harvard Business Review. Both this and a sequel have been republished in ethics texts across the USA. He speaks Swahili, German and French and is learning Zulu, Spanish and Indonesian. He has presented his research in Africa, Europe and across the USA, including the U.S. Department of State.

In 1989, he was named Outstanding Graduate Teaching Professor, COB, SJSU. In 1995 and 2002, he trained diplomats assigned to Africa at the U.S. Department of State. In 1996, he was the first U.S. Fulbright Scholar to teach at the University of Zululand, South Africa. In 1998 and 1999, he placed second as Outstanding Teaching Professor, SSJU. In 1999, he was named Outstanding Undergraduate Teaching Professor, COB, SJSU.

Fadiman is the founder of “Africa’s Children Need Guardian Angels”. He acts as “Guardian Angel” to 2134 children in one pre-primary, ten primary and two secondary schools, (and one AIDS orphanage) in both Tanzania and Zimbabwe. He does this by “adopting” specific schools, becoming one of the teachers, ascertaining the problems, then helping the African teachers to solve them—one by one. These schools lack everything to make education come alive: Books, pens, pencils, paper, chairs, tables, food and water. These children need help. These problems are not “academic” they are real. On occasion, Fadiman invites selected students to come to Africa & teach these kids. It is a life-transforming, career-changing experience—for them and for you.

2. The Course:
This is not a textbook course. It does not seek textbook (“correct”) answers. Nor does it deal with abstract academic theories. Americans abroad face real (not academic) problems, thus seek practical solutions. This course, therefore, is practical, problem-oriented and politically incorrect. It will explore new and often unconventional ways Americans can use to market to the Pacific Rim. We work on four levels:

A. PACIFIC RIM MARKETING METHODS:
There are alternatives to US Ways of marketing. US Business Schools teach US marketing methods. That is nice but not enough. Asians have developed other methods: business tactics they have polished and refined for over 2000 years. Surely
they have much to teach Americans. We will analyze those that may prove of greatest value, then learn specific Asian methods to enter selected Asian markets.

B. PACIFIC RIM COMMERCIAL SETTINGS (area studies)

Americans need more than business knowledge to market successfully in Asia. Notwithstanding, American education teaches virtually nothing of Asian geography, ecology, histories, cultures, religions, etc. Most Americans, for example, are virtually unaware of world geography. Most members of Congress have no passports, suggesting they have never been abroad. Ex-President Bush once referred to Africa as a "country", suggesting he knew nothing about it. Most US business schools have only one global business course, based on one standard text, thus implying there are no other foreign alternatives worth studying.

In consequence, most US business students cannot even locate the countries to which they hope to market. Today, to display this level of commercial ignorance to potential clientele is business suicide. Current research suggests that 25% of American college students cannot locate China, Congo, Indonesia or Iraq. Many do not know who fought in World War II. Others cannot differentiate between Indians and Pakistanis, Chinese and Japanese, Indonesians and Malays. Today (again), to display this level of ignorance is business suicide.

To market in Asia, Americans must become conversant with Asian geography, history, religion, ecology, society, psychology and THEREBY ASIAN MARKETING NEEDS. This marketing course, therefore, is also a course in Asian Area studies, with a focus on the commercial settings of those high-risk PacRim markets that every US global marketer must know.

C. PACIFIC RIM COMMERCIAL RISKS:

Marketing to Asia carries business risks for which we have no parallels within the USA, and thus no real experience in coping with them. These include bribery, corruption, smuggling, crime, terrorism, certain diseases, anti-Americanism and ecological catastrophe. None of these commercial risks are analyzed (or even mentioned) in US business textbooks. Yet, without risk analysis, how can we cope with risk? This course will examine specific real-world risks you will encounter abroad, and then equally specific ways to counter them.

D. AMERICAN BUSINESS WRITING:

This is a course in American business writing, as every U.S. business course should be. What use is learning if you cannot express what you have learned? There will be no true-false tests or any other form of passive testing that requires nothing more of you than to recognize key words and check a box. It is pointless to merely absorb commercial knowledge, unless you can also express it both professionally and personally on paper. This course will therefore provide additional training in proper, written Business English. Every examination will be written. Exam grades will be graded on both commercial content and Business English. Do not take the course unless you wish to study both!
3. LECTURE/DISCUSSION TOPICS:

Lectures/discussions will be drawn from among the following topics, each focused on one stage in launching a PacRim marketing venture:

THE SETTING/THE SITUATION: This course is not about how corporations operate abroad. It is about how YOU operate abroad! You are three years older, have earned an MBA and have just been offered your first overseas assignment—two years in an Asian country you know nothing about. You are to be the “company point man/woman”—the first in your firm to go abroad and launch its initial foreign venture. Your initial reaction may be pure joy; your next, however, may be low level terror. After all, you will be alone and solely responsible for the project’s success. To succeed you must now make (at least) 12 key decisions as to how this project may be launched.

1. DEFINE YOUR POTENTIAL CLIENTELE:
   --Marketing to Low-Contact Clientele: (Japan)
   --Marketing to High-Contact Clientele (Philippines, etc.)

2. RESEARCH YOUR REGION:
   --The Pac-Rim Market from six perspectives

3. HOW TO START
   --Asian Market Entry Criteria (China)
   --What to know before you go?

4. DEVELOP CONTACTS, HERE AND ABROAD
   --what to ask: project questions, potential problems, on-site risks

5. FORM “SPECIAL” RELATIONSHIPS
   --How to create Quan Xi (China)

6. RESEARCH THE RISKS:
   --Ecology: Marketing to (and profiting from) China’s mass pollution
   --Piracy: How to cope with modern pirates (Malaysia)/Indonesia
   --Marketing to Modern Islam (Pakistan)

7. LEARN HOW TO BRIBE (BRIBING AS A BUSINESS TOOL)
   --How to bribe a Burmese (or any one else in Asia) (Burma)

8. COPE WITH BUREAUCRACY
   --Dealing with Babudom (India)

9. ASIANIZE YOUR MARKETING IMAGE: (Thailand)

10. ISLAMIZE YOUR MARKETING Image (Pakistan) (Indonesia)

11. MODIFY YOUR PRODUCT:
    --Marketing to Peasants (Vietnam)

12 MAKE SOME SALES: Product Presentation (Japan)
   a. From Shikata to Wa: Selling in Japan.
   b. Drinking (and getting drunk) as a business tool (Japan)

13. BLACK MARKET MARKETING: MAKE MORE SALES
    --working the urban slums (Bangla Desh)


   Special Topic:
   --MARKETING YOURSELF: How To launch your PacRim career while trapped in a Silicon Valley dead-end job.
4. **The Books: (all paperbacks)**
   1. Encountering the Chinese: Wenzing and Grove
   2. Passport Philippines: Francia, Luis
   3. Culture Shock, Pakistan: Karin Mittmann, Zafir Insari
   4. Passport Vietnam: Curry, Jeffrey and Nguyen, Chinh
   5. Passport India: Joshi, Manoj.
   6. Passport Japan, Engel & Murakami
      
      or
      
      Culture Shock, Japan: Rex Shelley

   These books are short, fit in back packs and fast reading. They are written for a mass audience—not a captive academic market. Therefore, unlike textbooks, they “must” be interesting if they are to sell. These are.

5. **Course pack (readings)**
   1. Pacific Rim Area Studies: Jeff Fadiman, ed. Available at Maple Press, 481 E. San Carlos St. 408: 297 1000. (Tina Mueller)

6. **Timing**
   
   **PUNCTUALITY:** Each class begins on time. That is what you expect of me. I expect the same of you. If I call role and you do not answer, you will be marked absent. If you then appear, I will greet you warmly, but not change the “absent” mark.
   
   **ABSENCE:** detracts from the quality of interaction in class. Each time I am absent detracts from that quality. You too. Your absence deprives us of your participation, thereby lowering the quality of intellectual debate. It deprives you of yet another chance to improve your use of Business English—both orally, (in class) and on paper. Each absence will thus affect the class-participation portion of your final grade.
   

1. **Making Contact:**
   
   **OFFICE HOURS:** I teach two classes, not four. Thus, I have fewer office hours. However, every minute of an office hour is often filled with students. That stops the phone. In most of the (non-western) world, including Asian, African, Latin, Persian, and Arabic speaking peoples, it is impolite to keep visitors waiting while YOU answer phone calls. To these peoples (i.e. the people with whom YOU hope to do business), human contact takes precedence over electronic contact. In consequence, I do the same. My office visitor is my guest! If you phone while someone is visiting, do NOT decide I am out. Rather, assume I am working with a guest, leave a message and I will phone back.
   
   **EMAIL:** Research suggests that most Silicon Valley Americans prefer electronic contact (email) to personal contact (phone, face-to-face). In contrast, most Sth European, Asian, African, Latin, Persian and Arab speaking peoples prefer
personal (phone, face-to-face) to electronic contact (email). If you wish to deal with these peoples commercially, you should do the same. Practice on me! If you have questions, or seek advice, do not email me. Talk to me, in person or by phone. You will learn more from me (and I from you) by building Pacific Rim style relationships, than by electronic messaging.