

**Very Important Notice:** You should not be in this class if: (1) you cannot take good notes, (2) you will not have adequate time to study, (3) you don't know how to study, (4) if your grade relies on a group project, and/or (5) you cannot be in class on a regular and timely basis. Textbooks are used only to supplement the lectures. There will not be any review to prepare for an exam. You must be able to perform at the college level.

To avoid penalty, please visit my Web Page and then inform me in writing within the first 2 weeks that you have read and have understood all the course requirements.

**BUS2 133A-1 (Code 20122): M/W 10:30-11:45, Room BBC 022**

**BUS2 133A-2 (Code 20695): M/W 12:00-1:45, Room BBC 022**

### **International Marketing Spring 2016**

**Instructor:** Dr. Sak Onkvisit, Professor of Marketing  
**Office:** BT 758  
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**Office Hours:** M/W 9:00-10:25 and 4:15-4:30; also by appointment  
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**Text:** Sak Onkvisit and John J. Shaw, *International Marketing: Analysis and Strategy*, 5th ed., New York/London: Routledge, 2009. (**Note:** Avoid the hard-cover version which is much more expensive than the paperback version.)

**Course Description:** Problems international business people must deal with and the ways they may be resolved and analyzed via case studies. Institutions, principles, and methods; effects of national differences on business practices; exporting and importing; and organization for international marketing.

**Prerequisite:** Bus 130 (Introduction to Marketing)

**Course Objective:** The purpose of this course is to:

1. Raise the student's consciousness of the importance of international marketing and the impact upon the United States and the world.
2. Introduce the student to basic concepts and issues of international trade.
3. Extend the basic marketing concepts and techniques into the framework of the world marketplace.
4. Develop understanding and appreciation of different cultures and their influence.
5. Explain the need for theoretical conceptualization as well as empirical studies.

**Important Dates:**

Feb. 9 (T)      last day to drop without an entry on student's permanent record

Feb. 16 (T) last day to add courses and also instructor drop deadline  
 March 28 – April 1 spring recess  
 April 26 (T) last day to withdraw

### **International Marketing (Spring 2016): Reading Assignments**

<b><u>Date</u></b>	<b><u>Topic</u></b>	<b><u>Chapter &amp; Page</u></b>
<b>February</b>		
1, 3	Introduction	
	Nature of international marketing	Ch. 1
8, 10	Trade theories	Ch. 2
15, 17	Trade barriers	Ch. 3 (pp. 69-75, 90-98)
22, 24	Economic union	Ch. 2
	Political environment	Ch. 4
<b>March</b>		
29, 2*	Legal environment, first exam	Ch. 5 (pp. 141-59)
7, 9	Culture	Ch. 6
14, 16	Consumer behavior	Ch. 7
	Market entry	Ch. 9
21, 23	Product strategies	Ch. 10
28, 30	spring recess	
<b>April</b>		
4, 6	Intellectual property	Ch. 5 (pp. 159-75)
	Branding strategies	Ch. 11
11, 13*	Branding strategies, 2 <sup>nd</sup> exam	Ch. 11
18, 20	Channel strategies, gray market	Ch. 12 (pp. 419-25, 451-63)
25, 27	Physical distribution	Ch. 13 (pp. 486-501)
	Promotion strategies	Ch. 15
<b>May</b>		
2, 4	Promotion strategies	Ch. 15
	Price strategies	Ch. 16
9, 11	Price strategies	Ch. 16
	Terms of sale	Ch. 17
	Currencies	Ch. 18
16 (M)	exam	
<b>Exams:</b>		
First exam	March 2 (W)	
Second exam	April 13 (W)	
Final exam	Section 1, May 24 (T) 9:45-11:15 (90 minutes, not 2 ¼ hours)	
	Section 2, May 19 (Th) 9:45-11:15 (90 minutes, not 2 ¼ hours)	

**Notes:** Additional readings may be assigned throughout semester.  
Scantron form (no. 882-ES) is needed for each exam.