

Very Important Notice: This class adheres to grade integrity. Do not expect an easy and inflated grade. 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) you cannot be in class on a regular and timely basis, and (5) you are unable to adhere to the policy on professionalism in class conduct. 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 43150): M/W 10:30-11:45, Room BBC 022

BUS2 133A-2 (Code 43151): M/W 12:00-1:15, Room BBC 022

International Marketing Fall 2018

Instructor: Dr. Sak Onkvisit, Professor of Marketing

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Text: Sak Onkvisit and John J. Shaw, *International Marketing: Analysis and Strategy*, 5th ed., New York/London: Routledge, 2009. (**Note:** It is not necessary to buy the textbook. The instructor will provide PDF files of the necessary chapters.)

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:

Aug. 31 (F) last day to drop without an entry on student's permanent record

Sept. 3 (M) Labor Day

Sept. 10 (M) last day to add courses and also instructor drop deadline

Nov. 12 (M) Veteran's Day observed

Nov. 21 (W) Thanksgiving

International Marketing (Fall 2018): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter & Page</u>
August		
22 (W)	Introduction	
27, 29	Nature of international marketing	Ch. 1
	Trade theories	Ch. 2
September		
5 (W)	Trade barriers	Ch. 3 (pp. 69-75, 90-98)
10, 12	Economic union	Ch. 2
	Political environment	Ch. 4
17, 19	Political and legal environment	Ch. 5 (pp. 141-59)
24, 26*	Legal environment, first exam	Ch. 5 (pp. 141-59)
October		
1,3	Culture	Ch. 6
8, 10	Consumer behavior	Ch. 7
15, 17	Market entry	Ch. 9
	Product strategies	Ch. 10
22, 24	Intellectual property	Ch. 5 (pp. 159-75)
	Branding strategies	Ch. 11
29, 31*	Branding strategies, second exam	C. 11
November		
5, 7	Channel strategies, gray market	Ch. 12 (pp. 419-25, 451-63)
14 (W)	Physical distribution	Ch. 13 (pp. 486-501)
19 (M)	Promotion strategies	Ch. 15
26, 28	Promotion strategies	Ch. 15
	Price strategies	Ch. 16
December		
3, 5	Price strategies	Ch. 16
	Terms of sale	Ch. 17
	Currencies	Ch. 18
10 (M)*	Exam	

Exams: First exam September 26 (W)
Second exam October 31 (W)
Final exam Section 1, Dec. 18 (T) 9:45-11:15 (90 minutes, not 2 ¼ hours)
Section 2, Dec. 13 (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.