

MKT 5673 -- INTERNATIONAL MARKETING – Spring 2012

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Office Hours: Tuesdays 5:00-6:00 p.m.  
(and by appointment; BB 4.04.06)

This course is designed to provide students with opportunities to apply basic marketing knowledge to develop marketing strategies in the global business environment. A case study approach will be utilized to further develop students' problem-solving skills, in addition to in-class activities designed to illustrate the challenges faced by managers when attempting to market in international settings. Cases and activities will be of three main types: 1) a computer simulation; 2) mini Harvard-style cases; and 3) in-class role plays, debates, discussions, etc. Each of these is described in more detail below. There will also be two in-class exams.

***Learning Objectives:***

- Combine existing marketing knowledge with insights gained from class activities to derive appropriate marketing strategies in a global setting;
- Become able to sensitively manage in cultures different from one's own;
- Work with others to come to mutually consensual business solutions;
- Provide/accept constructive feedback stemming from alternative perspectives

This is not a lecture course – all class time will be devoted to exercises, teamwork, student presentations, and group discussions. Also, significant communication needs to take place outside of class, particularly given the once-a-week course format. It is essential that everyone maintain contact by responding promptly to e-mail messages from teammates or myself.

***Required Texts:***

Six Ivey cases (mini Harvard-style cases; \$3.40 each) @ a total cost of **\$20.40**

*CountryManager* simulation, Interpretive Solutions @ a total cost of **\$39.95**

***Computer Simulation:***

You will form teams to work on *CountryManager* (CM), available from Interpretive Simulations. You and your teammates will develop marketing strategies in an international setting. This is an interactive, dynamic case experience that will give you insights not obtainable from static, textbook cases. There will be a total of 11 decisions for you to make. There will be a short quiz on 1/24 to get you familiarized with relevant materials. A two-page country analysis will be due on 1/31; a one-page strategy statement will be due on 2/7; and a final post-game presentation of 20 minutes is scheduled for 5/1. As soon as Interpretive Solutions sends you your user ids and passwords, sign up for (i.e., purchase) *CountryManager*, read through the information provided, and come prepared for an easy quiz on 1/24 (and to start working with your team on the country analysis and overall strategy).

***Mini Harvard-style Cases:***

Review the six Ivey cases (mini Harvard-style cases) and have your preferences ready by 1/24 to discuss with your second team. I will form separate teams in which you will prepare a team case paper and presentation (as well as a summary/Q&A session when serving as client) from the following choices:

- 2/14 Making Waves in Rural Kenya (clients for adidas)
- 2/21 Shiny Provision Store: Retailing Challenges in the Indian Context  
(clients for Alari Agri)
- 2/28 Louis Vuitton in Japan (clients for Trout Farming)
- 3/27 Cherries With Charm: Turkey's Alara Agri (clients for Louis Vuitton)
- 4/3 Trout Farming in Peru: The Lake Titicaca Decision  
(clients for Making Waves)
- 4/10 The 2006 World Cup: Mobile Marketing at adidas (A)  
(clients for Shiny Provision Store)

Your task will be to identify the central problem (or opportunity) in your case, outline key factors that are important to consider in finding an appropriate solution, offer the pros and cons of alternative solutions, and conclude with support for the solution your team has chosen. Papers should be no longer than 10 pages (excluding appendices), and presentations should last no longer than 30 minutes.

In addition, you will serve as client for one of the other presentations. In this role, your task will be to prepare a one-page summary of the case and come prepared to engage the presenters in a challenging (but constructive!) Q&A session. You will be given some time after the presentation to finalize your questions based on new information provided during the presentation before the Q&A session begins.

***In-class Activities:***

These activities may range from individual assessment tools and web searches to group games and debates, etc. Complete details will be provided immediately prior to each activity, and no advance preparation is required (or, indeed, even allowed ☺).

***Exams:***

The first exam will cover the first three Harvard-style cases, the initial CM analyses/decisions, and all in-class activities and discussions to date. It is scheduled for 3/6. The second exam will cover the last three Harvard-style cases, the 2<sup>nd</sup> set of CM analyses/decisions, and all in-class activities/discussions since the first exam. It is scheduled for 4/17. Make-up exams will only be allowed for extreme emergencies, and will be considerably more effortful than the in-class exams.

<b>Grading:</b>	-	CM quiz	25 pts.
	-	CM country analysis	50 pts.
	-	CM strategy statement	50 pts.
	-	CM presentation (individual)	50 pts.
	-	Harvard-style case paper	50 pts.
	-	Harvard-style case presentations (individual)	50 pts.
	-	Client-side case summary/Q&A session	25 pts.
	-	Exam I	100 pts.
	-	Exam II	<u>100 pts.</u>
		<b>TOTAL:</b>	<b>500 pts.</b>

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**COURSE SCHEDULE**

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<u>DATE</u>	<u>TOPIC/ACTIVITY</u>	<u>ASSIGNMENT</u>
1/17	Introduction to Course	In-class activity (and form six teams)
1/24	<i>CountryManager</i> (CM)	Register for and <b>READ</b> CM website <b>QUIZ</b> (and review all 6 Ivey cases)
1/31	Analyzing Cases	In-class activity <b>(&amp; CM Country Analysis Due)</b>
2/7	Market Research	<b>CM Strategy Statement Due</b>
2/14	Market Entry	<b>Making Waves in Rural Kenya</b> <b>(and CM Decision #1</b> <b>due [@ NOON])</b>
2/21	Target Markets	<b>Shiny Provision Store: Retailing</b> <b>Challenges in the Indian Context</b> <b>(CM Decision #2 [Noon])</b>
2/28	Product Management (and review for Exam I)	<b>Louis Vuitton in Japan</b> <b>(CM Decision #3)</b>
3/6	<b>EXAM I</b>	<b>CM Decision #4</b>

3/13	SPRING BREAK!	<b>CM Decision #5</b>
3/20	Return Exams	<b>CM Decision #6</b>
3/27	Pricing	<b>Cherries with Charm: Turkey's Alara Agri (CM Decision #7)</b>
4/3	Distribution	<b>Trout Farming in Peru: The Lake Titicaca Decision (CM Decision #8)</b>
4/10	Marketing Communication (and review for Exam II)	<b>The 2006 World Cup: Mobile Marketing at adidas (A) (CM Decision #9)</b>
4/17	<b>EXAM II</b>	<b>CM Decision #10</b>
4/24	Prepare for final CM Presentations	<b>CM Decision #11</b>
5/1	<b>***** Final CM Presentations *****</b>	
5/10	Final Wrap-up	

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This schedule is subject to change at any time. If you must miss a class, make sure you get notes and any updates from one of your partners.

**Please answer the following in writing and be prepared to share with the class:**

Preferred name:

Best e-mail address to reach you:

Best phone number to reach you:

Current position's international responsibilities (perfectly fine if there are none):

Past international responsibilities (same):

International travels (for business and/or pleasure):

Home country/ethnic heritage:

Native language/fluent and "know some" second/third languages (OK if none):