



# THE UNIVERSITY OF WINNIPEG

## BUSINESS AND ADMINISTRATION

**Course Number- BUS-4540/3, Winter 2019**

**Course Name – International Marketing**

### **Instructor Information**

**Instructor:** Dr. Satyendra Singh

**E-mail:** [s.singh@uwinnipeg.ca](mailto:s.singh@uwinnipeg.ca)

**Class Meeting Time & day:** 1:00–2:15 PM (TH)

Class Notes: <https://abem.uwinnipeg.ca>

**Office:** 3BC06 Tel: (204) 786-9424

**Office Hours:** Thu, 2:15 PM- 3:15 PM or by appointment

**Room:** 2C13

### **Important Dates**

1. First date of class: Jan 8
2. First class participation report due: Feb 7
3. Term test: Feb 12
4. Midterm break: Feb 17-23
5. Group project due: Mar 14
6. Withdrawal date without academic penalty: Mar 15
7. Second class participation report due: April 2
8. Final exam date, time and venue: April 22, 2019, 9AM- 12 PM, 2C13

Please check the university website for exam date, time and location <https://www.uwinnipeg.ca/index/current-exam-schedule> as there may be changes/updates to this Fall Exam Schedule. Please confirm closer to the evaluation period

Please keep a copy of the course outline for your future reference as the department does not archive course outlines.

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g. private space) or during lectures/laboratories (e.g. note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <https://www.uwinnipeg.ca/accessibility>.

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the UHREB before commencing data collection. Exceptions are research activities in class as a learning exercise. See <https://www.uwinnipeg.ca/index/research-human-ethics> for submission requirements and deadlines.

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at <https://www.uwinnipeg.ca/respect>

Students may choose not to attend classes or write examinations on holy days of their religion, but they must notify their instructors at least two weeks in advance. Instructors will then provide opportunity for students to make up

work examinations without penalty. A list of religious holidays can be found at <https://uwinnipeg.ca/academics/calendar/docs/important-notes.pdf>

University of Winnipeg promotes a scent-free environment. Please be respectful of the needs of classmates and the instructor by avoiding the use of scented products while attending lectures. Exposure to perfumes and other scented products (such as lotion) can trigger serious health reactions in persons with asthma, allergies, migraines or chemical sensitivities.

A minimum of 20% of the work on which the final grade is based (i.e. term-test and class participation 1) will be available to the student before the voluntary withdrawal date.

It is recommended that students spend three hours per every lecture hour completing readings, reviewing lecture material and completing assignments, exercises and problems.

When it is necessary to cancel a class due to exceptional circumstances, the instructor will make every effort to inform students via uwinnipeg email, and the Department Assistant and Chair/Dean so that class cancellation notice can be posted outside the classroom.

Students have a responsibility to regularly check their uwinnipeg e-mails to ensure timely receipt of correspondence from the university and the course instructor.

### **Course Objectives/Learning Outcomes**

1. Understand the concept of marketing in an international context and the factors contributing to marketing success.
2. Acquire knowledge and skills needed for implementation of international marketing strategies.
3. Identify and analyze international markets in terms of the products, services and the additional three Ps—people, process and physical evidence.

### **Evaluation Criteria**

→ Individual Assignment (10%): This individual oral presentation consists of analyzing and discussing a *journal article of your choice* from *only* the *Journal of International Marketing* or *International Marketing Review* published after 2000. These journals are available free of cost in the databases of our library. Your presentation must include objective(s) of the journal article, theory, hypotheses, methodology used to test the hypotheses, results and recommendations for international managers. Please do not choose an article that does not have hypotheses or propositions. Date for your presentation will be assigned to you in the first week of the course and posted on <https://abem.uwinnipeg.ca> → Individual Presentation Date. This assignment should be prepared in PowerPoint software for 10 minutes. You will have an additional 5 minutes for questions and answers. Failure to give presentation on due date will result in zero mark unless a medical note is provided. The fact that you need to work, have travel plans, or have too many tests/presentations/exams is not a valid reason for rescheduling your individual presentation. Your presentation must include academic journal citations. Please send me an e-mail with a copy of your ppt slides (6 slides/page), and a copy of the journal article (pdf is ok, but not a weblink as it may be password protected) on which your presentation is based. You may give me hard copies as well. Please note that you must not show video clip during your presentation; no matter how short the clip is. Also, do not try to teach using marker...; you do not have enough time. Instead, you must speak for about ten minutes. Your final mark for individual presentation is the average marks given by your peer groups in the class; however, your mark may be adjusted if the class gave you unreasonably too low or too high. Please note that you will get a C in your presentation (and the class evaluation of your presentation will not be taken into account) if you (1) do not take an article from either of the journals mentioned on this page;

(2) do not discuss/show the theory on which the article is based; (3) take article that is based on Hofstede's old dimensions; (4) show video clips; (5) base your presentation on a brand name, company, country, specific product, specific industry, case study; (6) do not show source of the article on your slide; and, (7) speak for only for about 5 minutes (i.e. too short), or speak for about 13 minutes (i.e. too long). Do not choose an article for presentation which does not have an explicit theory.

→ Group project-typed (15%): This is research-based group project. I will give you a topic/area relating to international management. If for some reason, you wish to change the topic (though it must be in the same area; you cannot change both title and area), please note that your project cannot be based on a brand, product, country, individual, specific industry, person, or company. See Assignment Guidelines for more details on the website: <https://abem.uwinnipeg.ca> The Guidelines are based on the format of a standard journal article. Please note that your report will get a C invariably if you (1) did not follow the assignment guidelines; (2) cite the same author(s) again and again in the same paragraph or page, (3) took Hofstede's old dimensions as variables; and, (4) choose very common or obvious variables such as PEST, environment, ethics, customization, standardization, adaptation, government, ethnocentrism, culture, age, gender, politics, economy, social, social media, competition, customer, brand awareness, etc. (that is, I do not find anything new).... You should choose new and interesting variables that you can interconnect and justify the connections. *Your project grade depends on the novelty in your project. So select variables carefully. Obvious variables do not add any value or novelty to your project.* I will attach you to a group. *Change of group is not permitted.* Each group will have six/seven students. If you have been a group leader in my other courses before, please do not play the same role again; be a member of the group. *Late submissions will not be marked.* Please submit the signed group allocation form (available on the website; Assignment Guidelines, page 5) along with your project, without which your report will not be marked. Please note that I need two hard bound copies and an e-copy of your project in WORD format ([drsatsingh@gmail.com](mailto:drsatsingh@gmail.com)) for my records. Please write in the e-mail subject line (IM Group # ?? and abbreviated topic) and in the text name of your group members with student #s. Please do not convert it into .pdf or .jpg format. Also, please do not use OpenOffice software. If you do, you must save it in the format of .doc. If I'm unable to open it, your report will not be marked, leading to a zero. Please send me only one e-mail with all attachments containing the project in word format, data file such as XL/SPSS file (if applicable), or appendices such as pictures, logos, diagrams, large tables, figures, etc.

*Do not prepare a full questionnaire and do not collect data from human beings.* However, you can collect data from published sources such as secondary databases, advertisements, logos, etc. Do not attach literature review materials to the e-mail. All e-mail attachment files must be created by your group and should be original. Your group project topic will be posted on the website under Study Group List.

→ Group presentation (10%): This is based on the written project. Your group should give a 15-minute (including PowerPoint set up time) oral presentation, followed by a 5-minute session for questions and answers. You must adhere to the time frame. We will use a stop clock to keep track of time. Please send me an e-copy of your presentation in .ppt format (do not make it .pdf or .jpg) at ([drsatsingh@gmail.com](mailto:drsatsingh@gmail.com)) before your presentation date for my records. Please write in the e-mail subject line (PPT presentation: IM Group # ?? and abbreviated topic).

Note: Each group will earn a score, out of 100%, based on the group's performance in the group project. To create a group-grade-pool, I will multiply 100% by the number of members in the group. For example, a group of five students would have a group-grade-pool of 500%. It is up to the members of that group to allocate the group grade pool among themselves by unanimous consensus, according to respective contributions to the project. If any member's contribution is expected (or going) to be outside the range (95%-105%), your group should see me as soon as possible. You should not sign the marks allocation form under peer pressure. Regardless of a distribution of marks, an individual group mark in the group work will not exceed 85. Project leader is not supposed to take extra marks for coordinating activities, scheduling meetings or proofreading the

report. Please also note that if a group member drops the course (which is always the case in all courses and in most groups), the remaining group members cannot allocate themselves over 100% because now they have to do the "extra work." Group allocation marks are adjusted only when all members are present, agreed and signed. I expect every group member to contribute equally (i.e. 100%)!

Term Test (20%) and Final Exam (35%): Both term test and final exam are closed-book and will be based on random short- and long-type questions from the taught chapters, individual presentations and class notes. If you only replicate (or only expand acronyms) in the test/exam what I taught in the class or what is written in the chapters or slides, you get a C (i.e. average) at the 4<sup>th</sup> year level. To get beyond a B or B+, you must add value to your answers by demonstrating a clear understanding of the concepts using examples etc. beyond the book, slides, presentations... Please note that there will be no obvious questions in the test/exam; questions will be randomized and designed to test concept, logic and details.

- *Information about presentation, term test and final exam:* Please also note: (1) there will be no make-up term test. However, the weighting of the term test may be added to your final exam if you produce a doctor's certificate prior to the midterm test stating that your medical condition will prevent you from writing the test. Otherwise, you will get a zero in the term test; (2) you cannot refuse to take term test or final exam after seeing the question paper on the ground that you are not feeling well all of a sudden. You will still be marked. If you are not feeling well, you should not appear for the term test or final exam; (3) there will be no rescheduling of final exam unless you produce a doctor's certificate prior to the exam stating that your medical condition will prevent you from writing the exam. Otherwise, you will get a zero in the final exam. (4) given the layout of the classroom, your sitting arrangement may be randomized in term test and final exam; and (5) The fact that you need to work, have travel plans, or have too many tests/presentations/exams is not a valid reason for rescheduling presentation or term test or final exam.

→ Other course evaluation items (10%):

*Class Participation Marks (1<sup>st</sup> and 2<sup>nd</sup>) (5+5=10%):* Students will be required to submit two Class Participation Reports (Report format is available at <https://abem.uwinnipeg.ca> → Assignment Guidelines → pages 8 and 9). Based on these reports and my cross-reference, you may earn marks toward your class participation. Factual contributions, which help organize basic information into a useful discussion, will earn a mark between 0% and 65%. To earn between 66% and 75% mark, you must provide some synthesis beyond the basic facts. To earn +75% mark, your contribution must demonstrate real insight into the key issues of the discussion or presentation. Asking questions during lecture or presentations (individual or group) constitute class participation' however, you'll not get marks if you ask hypothetical (e.g. what if ...), frivolous (e.g. unrelated), or obvious questions such as what is the sample size or its characteristics, weakness of the study, why single country, future research direction.... Instead you should: focus on the objectives of the study; state practical relevance/irrelevance of the presentation; demonstrate understanding of the issues discussed/presented; offer new insight: and build on statements of other students, among others. Your final mark for class participation is the average of all the marks that you have earned during the scheduled classes. If you are absent, you will get zero (unless you produce a medical note), which will lower your average class participation mark significantly. Further, you must not write on the reports if you did not speak in the classes. If you did, it will be reported to Department Review Committee for its action, because it is considered cheating. Please note that there are no marks for listening actively, taking notes, or formulating private thoughts.

*Absences:* You will get one *negative* mark for being absent from one class. If you missed classes, please ask your friend about what was taught in the class in your absence. Everything taught or discussed (e.g. book, tour, guest lecture, individual presentations, etc.) in the class is testable in term test or final exam. Do not blame me if you did not do well in this course because you missed classes (particularly during presentations) or talking or checking e-mails in the class while I was teaching.

*Professionalism:* Late submissions (class participations reports or group project) will not be marked. You must stay professional at all times. Any rude or disruptive or disrespectful behavior including talking/whispering in the class or test/exam will be reported to appropriate authority at the University of Winnipeg for its review. Do not be aggressive either in classroom or in my office.

*Grade guideline:* A+(≥85), A (≥80), A- (≈79), B+ (≥75), B (≥70), C+(≥65), C(≥60), D (≥50), F(<50)

## **Exam Requirements**

- Please do not use cell phones, iPhones, computers, Internet while writing term test/exam, or when out for washroom breaks. You will be asked to leave your cell phone in the classroom when you go to washroom.
- Your sitting arrangement during test/exam may be randomized depending upon the classroom size.
- Students may be asked for identification when writing term test and final examination.
- You'll need a calculator for this course and in the exam. No dictionary allowed.
- Wear wrist watch during test or exam. All classrooms do not have wall clocks.

## **Required Text Book/Reading Material**

Course website at <https://abem.uwinnipeg.ca> includes notes, web links reading materials and other information.

Required: International Marketing  
Textbook: McGraw-Hill, ISBN-13: 978007136793  
Cateora, Graham and Papadopoulos

## **Prerequisite Information**

Completion of Consumer Behavior (BUS-3240/3) with a minimum grade of C

## **Misuse of Computer Facilities, Plagiarism, and Cheating**

Please read and understand the Section VII relating to academic regulations and policies in the current UW Calendar.

## **Tentative Course Outline and Schedule**

All topics listed below may not be covered

1	Jan 8	International Marketing: Scope and Challenges
2	Jan 10	Stages of International Marketing
3	Jan 15	International Product Life Cycle
4	Jan 17	Products

### **Revised Study group list to be posted on the website on Jan 20**

5	Jan 22	International Pricing Strategies
6	Jan 24	Seminars and Discussion
7	Jan 29	International Marketing Research
8	Jan 31	Seminars and Discussion

### **First class participation report due on Feb 7**

9	Feb 5	Brands, Logos and Messages
10	Feb 7	Seminars and Discussion
11	Feb 12	<b>Term Test</b>
12	Feb 14	Term test review

**Reading Week: Feb 17-23**

13	Feb 26	International Distribution System
14	Feb 28	Seminars and Discussion
15	Mar 5	International Marketing Strategies
16	Mar 7	Services Marketing

**Final date for voluntary withdrawals, Mar 15**

**Group project due on Mar 14**

17	Mar 12	International Negotiations and Case study
18	Mar 14	Seminars and Discussion
19	Mar 19	Group Project Review
20	Mar 21	Seminars and Discussion

**Second class participation report due on April 2**

21	Mar 26	Seminars and Discussion
22	Mar 28	Group 1, 2 and 3 presentations
23	April 2	Group 4, 5 and 6 presentations
24	April 4	Closing remarks

FINAL EXAM date, time and venue: April 22, 2019, 9AM- 12 PM, 2C13

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