International Marketing – BUS 415 001
COURSE OUTLINE

Semester: Fall 2018 September 05 to December 06, 2018
Class Time: Wednesday 7:00 – 9:45 P.M.
Class Room #: ED 619

Midterm Exam: Wednesday October 24
Final Exam: Wednesday December 19 7:00 – 10:00 P.M. Location TBA

Professor: Dr. Tatiana Levit
Office Hours: before or after the class or email for an appointment
Office: ED 524.2
Phone: 337-8455 (Please note that I cannot get my messages unless I am in the office. For emergencies use any of the email options instead.)
Email: URCourses email function (especially for submitting course-related reports) OR Tatiana.Levit@uregina.ca (please use the subject line: “BUS 415 student…”)
URCourses: https://urcourses.uregina.ca/login/index.php

Please check the course page periodically for materials and announcements. In URCourses – click on “Course Email” and then “Email Notification” to forward email to your uregina.ca account or other (actually it is just a notification with the text of the message, to respond to email or to see attachments you still need to login to URCourses).

Pre-requisites: ADMN/BUS 210 required;
Students may not receive credit for both BUS 415 and ADMN 415

Special Needs:
If there is any student in this course who, because of a disability, may have a need for accommodations, please feel free to discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-4631.

Class Structure.
The format of this class is a combination of lectures, guest lectures, class activities (including team-based), video applications, discussion of readings, and assignments. Lectures are not a substitute for reading the book. Students will work on a semester-long project (simulation) in teams.

Required materials:
1. Text: International Marketing, Custom Text. Publisher: Pearson. ISBN: 1269619055. As a custom text created for this specific course, it is available only through UofR bookstore.
2. Online enrollment: Interpretive Simulations, CountryManager at http://www.interpretive.com/. CountryManager registration (and fee) is required for every student. You cannot use the same account as your teammates do even if you are on the same team. Your performance in CountryManager is going to be evaluated individually, as well as in teams. Please see self-registration instructions next.
3. Additional readings and materials will be distributed in class or made available online or through the library.
Self-Registration Instructions for CountryManager Simulation:


2. You will see fields to enter your User ID and Password OR Register.

3. If coming to the site for the first time, you will need to enter the Course Code or Course ID for your class (Course Code / ID for Fall 2018 is **UREG29026**) in the indicated field and click the Register button to begin the self-registration process. Please only create an account with the Course ID **once**! (Next time you come to the site – use the ID / PW combination sent to you to your email).

4. Please use your full name – as it appears on U of R records, and put it in appropriate cells (first then last), provide an email address that you currently use. Filling out your name and email on the page that appears will generate a User ID and Password for you. You should also receive an email with your User ID and Password.

5. Return to the login page, using your User ID and Password now. Once you have logged in, please click the "Register For The Simulation" image to register for the simulation.

6. Click the "Order Selected Items" button to pay for the simulation using a credit card or PayPal.

7. Once you have created an account, you will use your User ID and Password to login to your account in the future. Please only create an account with the Course ID once. After the first time, you should log in with the user ID and password you receive, not the Course Code.

Please email Interpretive Simulations at [support@interpretive.com](mailto:support@interpretive.com) if you need any further assistance. If there is no response, notify your instructor (through URCourses email function).

**Learning Objectives and Outcomes. At the end of this course, students should be able to:**

1. Understand how companies adjust their strategies based on the global environmental changes.

2. Discuss the influence of environmental factors (political, economic, social, technology) and evaluate constraints on international marketing.

3. Explain advantages and disadvantages of standardization versus adaptation and how they apply to the marketing mix strategies.

4. Develop appreciation of different cultures and examine how they affect international marketing.

5. Determine appropriate and creative marketing strategies as supported by country analysis and research.

6. Demonstrate skills in using marketing tools and researching secondary data.

7. Experience and apply the understanding of country, competition and consumer analyses, data mining, and strategic decision-making through CountryManager simulation.

8. Produce a comprehensive international marketing plan.

9. Build communication, presentation and teamwork skills through the group project.
Course Description:

This course will concentrate on the problems associated with conducting business in a foreign market. How should a company, large or small, approach an export market? How significant are the cultural differences and how will these differences affect the selection of a marketing strategy? What is the influence of physical, competitive, economic, political and legal foreign environments and how should one study them?

As an advanced level marketing course, this course builds on your existing knowledge of marketing. The course will be taught at a level sufficient to keep the interest of a target audience of fourth year marketing majors. The expectation is that you have a sound knowledge of marketing, or are willing to supplement your knowledge on your own time.

Course Time Allocation

A normal full-time work week is 40 hours and a full-time course load is 5 courses. Thus, it is expected that students will devote 8 hours per week to each course that they enroll in during fall/winter semesters. In the spring/summer semester 16 hours per week should be allocated to each course. It is recommended that you divide your time accordingly over a semester.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hrs/wk*</th>
<th>Hrs/wk* (spring / summer semester)</th>
<th>Total Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class time</td>
<td>2.5</td>
<td>5</td>
<td>35</td>
</tr>
<tr>
<td>Readings (required texts)</td>
<td>1.5</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Studying** and homework</td>
<td>1.5</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Group project</td>
<td>2.5</td>
<td>5</td>
<td>35</td>
</tr>
<tr>
<td>**TOTAL</td>
<td>8</td>
<td>16</td>
<td>112</td>
</tr>
</tbody>
</table>

* It is, of course, recognized that these numbers are averages only and that some weeks will require more or less work on some assigned tasks than others.

** This time allotment does not include extra time during the final exam period.

Participation and Attendance.

In order for me to assess your progress, I will look at all grades and class participation. Class participation is expected and class attendance is **required**. If you know you may miss a class, you **need to notify me** in advance. It is your responsibility to contact a classmate to learn about the material covered in class and the homework assignment. Participation via relevant contributions to class discussions is invited and appreciated.

This is a participation course. Missing more than 20% of the course (2.5 classes) for any reason can result in a failing grade. In some cases the Associate Dean may be contacted for permission to write the final examination.

We encourage professional behaviour. Any behavior that falls short of full attentiveness in class (using a cell phone or computer, sleeping, walking out of class etc.) might result in "0", and disruptive behaviours (talking excessively to your neighbour, not following directions etc.) might result in "-1" attendance grade.
Course Assessment:

<table>
<thead>
<tr>
<th>In-Class Component, Participation, Quizzes, Online Forums, Professional Conduct (attendance, respectful behaviour and communication, adherence to the classroom and course norms)</th>
<th>My grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
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</table>

Country Manager Project:

<table>
<thead>
<tr>
<th>CM Individual performance</th>
<th>My grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual: Practice Rounds (Assignment 1)</td>
<td>6%</td>
</tr>
<tr>
<td>Individual: CM Case Quiz online</td>
<td>2%</td>
</tr>
<tr>
<td>Individual: CM Concept Quiz online</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CM Team performance, peer evaluated</th>
<th>My grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team: 8 Periods (Last Period carrying the most weight: 70%)</td>
<td>13%</td>
</tr>
<tr>
<td>Team: IGRDs, Boardroom Meeting + reports (marketing plan, replays etc.)</td>
<td>5%</td>
</tr>
<tr>
<td>Team PEST / CM Presentation</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Examinations (based on the textbook, lectures, simulation, videos, etc.):</th>
<th>My grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Examination (1 hr 15 min long)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Examination (3 hr long)</td>
<td>30%</td>
</tr>
</tbody>
</table>

TOTAL 100% 100%

Midterm and Final Examinations:

TO PASS THE COURSE, one must pass the FINAL exam. Students who fail the final will fail the course, regardless of the grade for the other components of the course. If you do not pass the MIDTERM exam, you are required to see the instructor to discuss your standing in the course.

Examinations will consist of multiple choice, true/false, short answer and applied case-like scenario questions (essays). The primary purpose of the final examination is to test your ability to apply your knowledge. All material covered in required texts, any additional readings, videos, home assignments, and class discussions throughout the term will be considered testable. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided and formal university procedures are followed.

In-Class Quizzes/Essays and Exercises:

Several in-class essays and quizzes might be given to encourage such behaviors as attendance, preparedness and attention. If you miss a class for any reason and there is an activity that day – you get a “0”. Make-up quizzes are not given. Students will usually be asked to work in groups to complete the exercises the purpose of which is to gain practice applying course concepts over the course of the term. Grading is intended to reward the learning that takes place through actively engaging in the activities and learning from each other.

Classroom response systems (or “clickers”) might be used for illustration, polling, and testing purposes. When used, clickers will be provided by the instructor, distributed at the beginning of the class and collected after each class. It is essential that all the clickers are returned promptly, as the same set is used by several instructors during the semester. Students do not have to buy clickers (they will be provided for free use), however, they are responsible for replacing an assigned to them clicker in the event it gets lost or damaged (replacement cost is $75).
Simulation:

Individual practice round will be provided to help students learn the basics of CountryManager in a low-risk setting. After that, students will be assigned to teams for this semester-long assignment. Timely and complete decisions and reports are expected. For the Boardroom meeting - no formal presentation is required. You will be expected to come prepared to the meeting. Be ready to show your understanding of the simulation, explain your decisions, objectives, and your marketing plan strategies (PPPP, Positioning and Targeting), ask questions. Using replays incorrectly (to improve results instead of to test your theories and marketing strategies), not using them at all, or failing to provide timely reports might result in penalties.

Team and individual evaluations. Last period results will carry the most weight in determining each team’s overall grade, which will then be adjusted (considering the team’s progress throughout the game, adherence to the rules and requirements, reports, meetings, communication, and the final presentation). All teams compete for the best performance in the same simulated environment. Thus, comparative rankings of teams are very important. Peer evaluations will be used to arrive at the individual grades which may vary based on levels of contribution to the project.

Class Presentation:

The team will be required to give a 15-20 minute long (length will be determined later in the semester) presentation to the rest of the class, followed by Q&A from other teams (each team in the audience will be called upon to pose the presenting team at least one question). All group members must have some role in the presentation.

To Stay on Top of the Class You Will Need…

1. To purchase the text as it will be used intensively (in class, for homework assignments, for quizzes and exams).
2. To enroll in the online simulation on day 1 of the course – or before! - and to study the manual more than once.
3. A binder with pockets to keep all your class materials in. Label the binder “BUS 415” and use it for this class only. In the binder: keep a copy of the syllabus and the schedule. Also keep in it several clean sheets of paper for your notes and essays.
4. A separate binder or folder for your individual assignments.
5. A binder for your team project (one for a team).
7. An alarm clock and a reliable watch.
8. Curiosity, creativity, open-mindedness, a friendly attitude and team spirit!
Course Regulation and Requirements:

This is a business course. Accordingly, an appropriate level of professionalism is expected.

1. **Students are expected to abide by the regulations of the University of Regina.** Students are referred to the University Calendar for information on appeals, withdrawal dates, plagiarism, cheating, and academic misconduct. Be sure that you read and understand these regulations.

2. **Plagiarism and cheating will not be tolerated.** Proper respect for and full disclosure of other people’s intellectual property is mandatory and will be strictly enforced. The Faculty of Business Administration of the University of Regina may punish offending students in any manner that they deem fit.

3. Recording of any kind (audio or video) or taking pictures in class is not allowed. (Special cases should be brought forward to the instructor).

4. **As a courtesy** to your fellow students (and your instructor) please
   a. Turn off all your electronic devices before class begins. That includes laptops, iPads.
   b. Do not begin to put your belonging away before class has ended.
   c. No reading unrelated materials in class.

5. Please **refrain from talking** unless it is to make a direct class contribution. **Any behavior that falls short of full attentiveness in class (using a cell phone, text messaging, sleeping, talking excessively to your neighbour etc.) might lower your attendance grade.**

6. If you have to miss a class or come later, please let your professor know **in advance.** If you are required to leave early, please **notify me** before class begins and be courteous to your classmates when arriving or leaving. Please arrive to class **on time.** Systematic tardiness will be recorded as an absence.

7. You are responsible for all course materials whether or not you were in class when they were covered. Please be sure to exchange contact information with a fellow student who can take notes for you if you are absent.

8. You are expected to come to class **prepared** and having read the assigned materials for the class.

9. **Assignments are expected on the due date and due time.** Late written assignments are subject to discounts (you might lose up to 20% of the grade for each day the assignment is late) unless approved by instructor in advance and/or proper documentation is provided (e.g. medical or death certificates). **Homework is due at the beginning of the class.**

10. **Assignments should be submitted in the requested format** (most common format for this class is single-spaced typed, printed out, and brought to class, but make sure you consult individual requirements for each assignment).

11. Please no hats during quizzes/exams. Students should bring their student ID card or other government photo ID to the final examination and abide by the examination regulations set forth by the invigilator. If you miss the final examination you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.

12. Keep all your communication professional and business-like. Start informal emails with “Hi [first name]” and formal emails with the proper title: “Hi Dr. [last name]”. Do not address someone with a doctoral degree “Mr or Mrs or Ms.” Spell the recipient’s name correctly. “Hey”, “Hey there”, and “Yo” are not appropriate in written business communication. Close with your own name.

13. If necessary, I will change aspects of the information in this syllabus. If I do, I will notify you in class.