PEPPERDINE UNIVERSITY

THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

PROFESSOR JOHN BUCKINGHAM

INTERNATIONAL MARKETING

MKTG 683.33

SPRING 2013

WEDNESDAY

6:00 PM – 10:00 PM

ENCINO CAMPUS

SYLLABUS
International Marketing Management
MKTG 683.33
SPRING 2013

Day/Class time Wednesday 6PM-10PM
Location: ENCINO
Professor JOHN BUCKINGHAM
AVAILABLE: ANYTIME
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Course Description
This course covers the fundamentals of global marketing management principles and the application of these principles in global business. For a long time, it is believed that marketing concepts are universal and therefore, globalization should lead to standardization of marketing strategies worldwide. However, empirical evidences and research findings from cross-cultural studies in recent decades strongly challenge this supposition. We have now realized that there may be standardized consumer products, but consumer behavior from different countries is far from homogeneous. Consumer behavior is strongly influenced by different cultures. Even though the discipline of marketing may be universal, the application of the principles vary in different cultural environments, such as customer preferences, communication contents and distribution systems, etc. In today’s business environment, to engage in global marketing is no longer a matter of choice but an imperative, if companies want to succeed. This course intends to give students a comprehensive overview of the frameworks, and theoretical and practical approaches of global marketing. Further, in-depth analyses of real-life cases, especially those from emerging markets, from a practitioner’s perspective will be emphasized. Students will learn how to creatively apply marketing concepts, principles and theories to market products and services in diverse global markets.

The design of this course is based on the following understanding:

1. Students have taken the related marketing course and have a thorough understanding of the basic concepts and principles of marketing management.

2. Students are highly motivated and enthusiastic about learning culturally different perspectives and are excited about the new challenges in a globalized business environment.

3. Students are expected to come to each class well prepared, i.e., having completed the required reading, studied the assigned cases, and prepared the assigned papers or presentations.

4. Students are expected to actively participate in class discussions, taking the initiative in raising questions and making contributions to group projects.
Course Objectives
The primary objective of this course is to broaden the understanding of marketing process and expand capabilities and skills in a globalized business environment. Through in-depth case analysis and presentations, the focus of this course is on how to apply marketing principles to analyze market situations, formulate and execute global marketing strategies from a managerial perspective. Specifically, the following objectives are intended:

1. Understand marketing principles and its implication in global business environment.

2. Comprehend consumer behavior in different cultural environment and how to create value to satisfy different market needs and demands.

3. Provide students with the knowledge and framework of developing global marketing strategies

4. Cultivate strategic thinking and develop marketing management skills through developing a marketing plan for a global company.

5. Develop critical thinking and cultural sensitivity to identify new business opportunities in the world.

6. Apply marketing principles to resolve business issues in a globalized business environment.

Global marketing project (E2B)

A team project on marketing a company’s offerings in an emerging market of a particular country will be assigned during the trimester. This is a major project lasting for the whole trimester. Students form a team on their own to undertake it collectively. Based on a thorough understanding of the political, cultural, economical, social, legal and financial environments as the starting point, each group should apply the fundamental concepts and principles of global marketing in developing a comprehensive marketing plan. The plan should include, among others, market analysis, entry strategy, product, branding, pricing and distribution strategies, taking cultural, political, legal, economical factors and other major factors into consideration. At the end of the course, all groups are expected to submit a copy of their full marketing plans (not presentation slides) to the professor. They are also expected to present their group projects in class.
2. Harvard Business School Cases:

We will use business cases from Harvard Business School in class. The cases can be directly ordered online from HARVARD BUSINESS SCHOOL PUBLISHING at the following website: http://harvardbusinessonline.hbsp.harvard.edu. USE MY COURSE LINK TO PURCHASE: http://cb.hbsp.harvard.edu/cb/access/16199121. PLEASE PURCHASE ALL CASES BEFORE THE FIRST NIGHT OF CLASS TO ENSURE AVAILABILITY. PLEASE READ AND PREPARE ACER, INC. BEFORE THE FIRST NIGHT OF CLASS.

3. Other readings


Case Analysis

Case analysis is an important part of this course. The case method is the best way to engage students to participate proactively in the learning process. Based on real business cases, students apply the concepts, principles and theories to solve live business cases, learning how to think, analyze and make judgments like decision makers and share experience with each other.

GRADING:

GRADES WILL BE ASSIGNED AS FOLLOWS:

CLASS PARTICIPATION: 200 POINTS
E2B PROJECT: 200 POINTS
MIDTERM: 100 POINTS

TOTAL: 500 POINTS

Grading will not be done on any curve. Qualitative performance grading will be my individual prerogative. Class participation will be graded after each class session and used to calculate the final participation grade (quantity and quality). I will give students a participation grade at the quarter point and midpoint of the term so there is timely feedback. Students share responsibility for seeking out their own progress as well.

THE STANDARD PEPPERDINE GRADING SYSTEM WILL BE USED. SINCE PARTICIPATION IS SUCH A LARGE PORTION OF YOUR GRADE, THE MISSING OF EVEN ONE CLASS MAY DROP YOUR GRADE.
**Conduct**

This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (http://www.turnitin.com). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

**Dismissal** – separation of the student from the University on a permanent basis.
**Suspension** – separation of the student from the University for a specified length of time.
**Probation** – status of the student indicating that the relationship with the University is
Policy on Disabilities

Assistance for Students with Disabilities

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: http://www.pepperdine.edu/disabilityservices/.