



MKT 7300 (3.0 CH)
INTERNATIONAL MARKETING
Summer 2009

INSTRUCTOR

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COURSE DESCRIPTION

This course is a study of problems and opportunities of marketing in foreign environments. It will focus on the cultural, economic and geographical problems encountered in managing the marketing function from a Canadian manager's perspective.

INTRODUCTION

This is a Part-Time MBA unit in international marketing. The aim of the course is to provide an overview of the practices and institutions impacting marketing decisions in an international context. The unit will familiarize students with fundamental marketing concepts and frequently encountered issues confronting international business participants. The course does not intend to produce fully qualified marketing practitioners; however, it should provide a foundation for the student interested in an international marketing career.

OBJECTIVE

The primary objectives of the course are to provide the students with the knowledge of the fundamental concepts and approaches in international marketing, and to develop skills in applying ideas to practical problems.

On completion of this unit students should be able to:

- i) translate a global marketing opportunity or problem into feasible marketing question,
- ii) develop resources and gather expertise to create a strategic plan to address the opportunity or problem,
- iii) understand the fundamental differences in marketing locally versus globally,
- iv) appreciate the many cultural, political, economic, and organizational factors impacting on success in global markets,

COURSE ORIENTATION

This unit has to be viewed in the context of a full MBA program. In other words, the topic is not being studied for its own sake but rather as a part of the total program. Therefore the emphasis is on integration and application. Students are expected to apply the previously learned principles and theory to the project and assignments.

Weekly reading of the assignments is expected to absorb the majority of time. It is expected that the student will be ahead in the assigned reading. This is important, as class participation is a part of your mark.

The pace of the course is quite brisk, with new topics being introduced each week. Material introduced builds on previous topics. It is essential that you prepare and stay ahead in this unit.

COURSE REQUIREMENTS

There are 10 classes of lectures and a final exam. Some of the material covered in lectures does not appear in the text. Hence, I expect students to attend all classes unless there is an emergency.

Grade Composition:	%
<i>Examination</i>	<i>40</i>
<i>Case Presentation & Write-up</i>	<i>20</i>
<i>Case Write-ups</i>	<i>30</i>
<i>Class Participation</i>	<i>10</i>
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<i>TOTAL</i>	<i>100%</i>

Examination

The examination will be given during scheduled exam week. The material covered in the exam will be through chapter 18.

Participation

Each class member is expected to participate in class discussions. Also, there will be a number of cases and articles assigned during the term. It is expected that everyone will be prepared to discuss the material.

Cases

Throughout the course we will be reading cases that parallel the discussions from the text. In some cases I will ask you to submit written reviews or assessments of the material. Other times we will simply discuss the case or article as part of our class activity. I want to make the experience as multi-faceted as possible. Therefore, I urge all students to attend class prepared to discuss the material for that day.

LEARNING ASSESSMENT

Cumulative Marks	Grade	GPA	Performance
90-100	A+	4.5	Excellent
80-89	A	4.0	Very Good
75-79	B+	3.5	Good
70-74	B	3.0	Satisfactory
65-69	C+	2.5	Marginal
60-64	C	2.0	Unsatisfactory
50-59	D	1.0	Unsatisfactory
Below 50	F	0.0	Unsatisfactory

PRIMARY TEXT

M. Kotabe and K. Helsen. Global Marketing Management. 4th Edition, John Wiley & Sons, Inc. 2008.

Suggested List of Journals and Trade Publications (see Business Periodicals Index):

Journal of Marketing
Journal of Marketing Research
Journal of International Business Studies
Journal of Common Market Studies
Journal of Advertising Research
International Marketing Review
Business Review Weekly
Asia Pacific Journal of Marketing
Fortune
Harvard Business Review
European Journal of Marketing
Market Research - Europe
International Trade Journal

DISABLED STUDENTS

Students are encouraged to contact Disability Services at 474-6213 or the instructor should special arrangements need to be made to meet course requirements.

LECTURE SCHEDULE

Class	Topic	Reference
1	5/19 General Introduction and Basic Concepts Globalization Economic concepts	Ch 1 and notes
2	5/21 Introduction to Global Environment The Global Economy Financial Environment Balance of Payments <i>Case: Euro Disney in Trouble</i>	Ch 2 & 3
3	5/26 Cultural, Political and Legal Forces Sources of Constraints and Opportunities Clash of Business Cultures <i>Case: Louis Vuitton in Japan—Alho, Arrus Soldi & Denton</i>	Ch 4 & 5
4	5/28 Market Research, Segmentation and Global Strategy I Sources of Constraints and Opportunities Concepts of Value <i>Case: Volkswagen AG in China—Derhak, Feng & Friesen</i>	Ch 6, 7, & 8
5	6/2 Global Strategy II Market Entry Stage Gate Approach Sourcing Product Policy <i>Case: Anheuser-Busch International—Gerlyand, Koberstein & Muller</i>	Ch 9, 10, 11 and 12
6	6/4 Global Strategy III Pricing Logistics and Supply Chain <i>Case: Honda in Europe—Pang, Paul & Reichart</i>	Ch 13 and 16
7	6/9 Global Strategy IV Distribution Staffing Negotiations <i>Case: Who Goes to Saudi Arabia—Reimer, Shambrook & Soetan</i>	Ch 15
8	6/11 Export/Import Management Global versus Local Mindsets Global Mindset within Organizations Marketing Strategy Alternatives Domestic versus Global versus International Strategies <i>Case: Club Med—Thorvaldson, Waterman & Zhang</i>	Ch 17 & 18

9	6/16	Market Development and Negotiations Timing of Entry Partnering verses Solo Entry Negotiating Strategies <i>Case: Choufont-Salva, Inc.</i> (Written Review for all in Class)	Notes
10	6/18	Case Discussions <i>Case: Metro-Corporation</i> (Written Review for all in Class)	Assigned Cases
Exam	6/25	Chapters 1-18 (excluding 14)	



ACADEMIC INTEGRITY

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading “Plagiarism and Cheating.” Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it related to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.



STUDENT IDENTIFICATION: (PLEASE PRINT CLEARLY)

_____	_____	_____	_____
Last Name	First Name	Middle Initial	U of M Student Identification Number
_____		_____	
Course #		Instructor Name	
_____		_____	
Student's Signature		Date	

TO BE COMPLETED BY THE ATTENDING PHYSICIAN: (after the above section is completed)
(PLEASE PRINT CLEARLY)

_____	_____	_____
Physician's Last Name	Physician's First Name	Middle Initial
_____	_____	_____
Street Address	City, Province	Postal Code
_____	_____	
Telephone Number	Fax Number	
<p>To the attention of the physician: Your evaluation of the student's condition is being used for the purpose of determining whether or not the student has a <u>valid reason</u> to miss an important <u>exam</u> or <u>assignment</u>. <u>Your professional evaluation is necessary to ensure that only valid cases are excused.</u></p> <p>I certify that the nature of the student's condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above named instructor/administrator that this information is accurate.</p> <p>The student's condition will likely span the following dates:</p>		
_____	until	_____
(Indicate start date)		(Indicate end date)
_____		_____
Physician's Signature		Date

NOTES TO PHYSICIAN:

- Please make a note in the student/patient's file indicating that the student has given the above named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student's condition.
- **PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.**

NOTES TO STUDENT:

- The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam the student must obtain a doctor's certification that the student's condition is severe enough to prevent the student from taking the exam or completing the assignment.
- It is **NOT SUFFICIENT** to provide a note that only indicates the student visited the doctor's office.



Edward R. Bruning, Ph.D.

Professor

Department of Marketing

Edward Bruning is Professor of Marketing, Faculty of Management, University of Manitoba. He holds MS and PhD degrees from the University of Alabama and a BSBA degree from the University of Arkansas. He came to the University of Manitoba in 1990 after serving eleven years on the staff at Kent State University, in Ohio, and two years as an instructor of Economics at the University of Alabama. Dr. Bruning served as Director, Centre for International Business Studies, University of Manitoba, from 1991 to 1995.

Areas of Research Interest: Dr. Bruning's research interests focus on market competitiveness, consumer behaviour, and transportation/logistics management and public policy. His articles have appeared in the *Journal of Strategic Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Law, Logistics and Policy*, *Southern Economic Journal*, *Logistics and Transportation Review*, *International Journal of Transport Economics*, *Journal of Public Policy and Transport*, *Applied Economics*, *Journal of the Transportation Research Forum*, and the *International Marketing Review*. He serves on the editorial review boards of the *International Marketing Review*, *Journal of International Marketing and Exporting*, the *Journal of Contemporary Issues in Business & Government* and the *Journal of the Transportation Research Forum*. Dr. Bruning has written chapters for three textbooks and has completed writing an International Marketing textbook for McGraw-Hill.

Dr. Bruning has been extensively involved in international business education having taught subjects at The University of Alabama, Kent State University, Helsinki School of Economics and Management, the University of Western Australia, Murdoch University, and the University of Manitoba. He has considerable consulting and training experience with exporting firms in Manitoba.