IBUS3201
INTERNATIONAL MARKETING MANAGEMENT

Spring 2016

PROFESSOR: Anna Helm, PhD
OFFICE: Funger Hall 403
EMAIL: ahelm@gwu.edu

CLASS MEETINGS: TTH 12:45-2:00 LOCATION: Funger 208

COURSE OVERVIEW

Firms participating in international marketing require specialized expertise regarding the global marketplace. These firms rely on professional international marketers to (1) identify market opportunities, (2) select and execute market entry strategy, and (3) design and manage a successful marketing mix. International marketers face efficiency and cost pressures to standardize their activities across markets as well as pressures to adapt activities to meet specific demands within markets. Identifying the optimal mix of standardization and adaptation to achieve local and international success is the goal that international marketers must accomplish.

The objective of this course is to provide you with a method for analyzing world markets and their respective consumers and environments, and to equip you with the tools needed to develop marketing strategies for an ever-changing global market. We will accomplish this objective through lecture and discussion of relevant concepts, readings from the business press, case analyses of actual global marketing issues, and through a computer-based international marketing simulation game, CountryManager. The simulation will entail selecting a new international market for entry, establishing a brand presence in that market, and expanding into additional foreign markets.

LEARNING GOALS

By the end of the semester, students should be able to:

✓ Appreciate the challenging nature of global markets, especially the standardization and adaptation dilemma.
✓ Understand how marketing activities are affected by the global market context.
✓ Distinguish the similarities and differences among mature-, new-growth, and developing-market environments.
Identify factors and criteria to determine foreign market attractiveness.
Develop and utilize models for assessing foreign market attractiveness.
Formulate marketing plan for foreign market entry and expansion.
Device marketing and manufacturing strategies in multiple foreign markets.
Experience the complexities of decision-making in the global marketplace, where choices, actions, and outcomes in one market impact choices, actions, and outcomes in other markets.
Sharpen group participation, writing, presentation, and critical-thinking skills.

REQUIRED TEXTS


• CountryManager Simulation – available at http://schools.interpretive.com Once you have received an e-mail from Interpretive, you can order access to the materials. Please note that this will not happen until teams have been formed a few weeks into the semester.

• Business cases which are included in the CountryManager Student Manual:
  a. Ruth’s Chris: The High Stakes of International Expansion  
  b. Global Branding at Stella Artois

• Articles and other supplemental materials will be available in Blackboard.

GRADING CRITERIA

Blackboard will be used to post your grade in each assignment. Grades will fall into the following buckets:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-92.099</td>
<td>A-</td>
</tr>
<tr>
<td>87-89.99</td>
<td>B+</td>
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<tr>
<td>84-86.99</td>
<td>B</td>
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<tr>
<td>80-83.99</td>
<td>B-</td>
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<tr>
<td>77-79.99</td>
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<tr>
<td>60-69.99</td>
<td>D</td>
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<tr>
<td>0-59</td>
<td>F</td>
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</tbody>
</table>
# COURSE COMPONENTS

<table>
<thead>
<tr>
<th>Component</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>3 Quizzes (10% each)</td>
<td>30%</td>
</tr>
<tr>
<td>Participation (attendance, in-class contributions, picture sheet, etc.)</td>
<td>20%</td>
</tr>
<tr>
<td>“International Marketing in the News” Project</td>
<td>10%</td>
</tr>
<tr>
<td>CountryManager Quiz</td>
<td>P/F</td>
</tr>
<tr>
<td>CountryManager Marketing Plan</td>
<td>15%</td>
</tr>
<tr>
<td>CountryManager Board Meeting</td>
<td>15%</td>
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<tr>
<td>CountryManager Final Report &amp; Results</td>
<td>10%</td>
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**TOTAL** 100%

# INDIVIDUAL ASSIGNMENTS (60% of Final Grade)

## In-Class Quizzes (30%)

The material presented in this course is additive in nature; each topic builds on the next. To ensure that you are building a strong foundation throughout the course, periodic quizzes will be given to assess your understanding of the course material. A total of three quizzes will be given during the semester.

Quizzes will consist of multiple-choice, true/false, and short-answer questions, as well as one or two essay questions. Short answer questions could include “define-and-give-an-example,” “compare-and-contrast,” “list,” and “explain-the-relevance-of-this-term-for-international-marketing” types of questions. You should also be prepared to explain the major lessons and issues involved in the business cases discussed in class.

## Participation (20%)

You are strongly encouraged to ATTEND ALL CLASSES. Up to two absences will be allowed. Exceeding two absences will count against your participation grade.

I expect you to be prepared for every class by having covered the assigned material. At the start of class, I may call on one or two people to “open” the class by summarizing some aspect of the assigned reading. Even if you are not selected to open a class, you should be prepared to add your own perspectives, challenge those previously offered, add examples, etc. Lively discussions are encouraged. It is perfectly acceptable to disagree or take issue with comments that are made, and to debate issues with each other. Managers do this all of the time! You need to learn to communicate your views in thoughtful and productive ways. Justification for your views is critical – you must be able to support your assertions. The participation grade will reflect both the quality and quantity of contributions to class discussions.

## “International Marketing in the News” Project (10%)

One of the main objectives of this course is to enhance your understanding of how current world events and trends impact firms’ marketing activities in the global arena. During the semester, it is expected that you will be tracking international marketing news, applying the
knowledge gleaned in the class. Key business news resources should include for example BusinessWeek, Financial Times, Fortune, the Wall Street Journal, etc. Twice during the semester you should identify ONE news article that applies/relates to material discussed in our class (two articles total during the semester). Compose a 2-3 paragraph (max 300 words) concise reflection for each article, explaining how the article applies/relates to material discussed in this class.

GROUP ASSIGNMENTS (40% of Final Grade)

CountryManager Simulation Overview

CountryManager is an international marketing computer simulation game. The CountryManager manual begins with a case on AllStar Brands – the company you will be working for. Each student will take a multiple-choice exam on the CountryManager case.

You will work on CountryManager in groups (4-6 people per group). The Decisions, Marketing Plan, Board Meeting, and Final Report will each be completed/submitted as a group.

Further instructions for the CountryManager Marketing Plan, Board Meeting, Final Report, and Results, along with due dates are provided in Blackboard.

Each team member will receive a single group grade for the assignments relating to CountryManager. Students will be asked to complete a 360-degree evaluation of their team members’ and their own contributions to the project. It is your job to ensure that your team members are pleased with your contribution to the group project. The professor reserves the right to adjust individuals’ grades based on these evaluations.

CountryManager Quiz (P/F)

(Please find details about the CountryManager Simulation Overview below!)

The CountryManager quiz, based on the content of the CountryManager Manual, will be administered in Blackboard. The quiz consists of multiple choice and true/false questions. Each individual student needs to pass the quiz prior to his/her team submitting its first decision in Period 1.

CountryManager Marketing Plan (15%)

Your team needs to develop a Marketing Plan – the roadmap for managing your entry, growth, and expansion into Asia. Before working on your Marketing Plan, read the entire CountryManager manual. Then focus on Section 4 of the manual – Issues in International Marketing. Your plan will cover most of these topics. In order to do so, you will need to use the various reports (environment, competition, internal) to analyze the current situation and forecast how it will (or how you want it to) change. Your team’s primary goal is to maximize your overall cumulative contribution for the region. Your secondary goals are to maximize your market share and brand equity in each country that you enter.
Your instructions are to do a sequential entry (waterfall) strategy into Asia – that is, you are not to enter more than one country at a time. For example, you will enter your first country in period 2, a second country in period 3 or 4, a third country in period 5 or 6, etc. You should enter at least three countries, but please note that you can only enter one country at a time!

Your Marketing Plan should not exceed 10 pages of text (double-spaced, 1” margins, 12-point Times New Roman font). You may add as many original exhibits as you like. All exhibits must be referenced in your text.

Organize your Marketing Plan according to the specific guidelines available in Bb. Also be sure to review the grading rubric prior to submitting your work!

**CountryManager Board Meeting (15%)**

20 minute meetings will be arranged for each CountryManager team to present their progress to the AllStar board. Each team will make a presentation to the board, which will be followed by questions and answers. Organize your Board Meeting Presentation according to the specific guidelines available on Bb. Also be sure to review the grading rubric ahead of time!

All team members must participate in the presentation and consideration will be given to individual performance. PowerPoint slides should be presented and one hard copy submitted at your meeting.

Dress Code: Students should dress in business formal attire for the Board Meeting.

**CountryManager Final Report & Results (10%)**

Each team is to submit a report that describes your team’s performance and what you learned about being a country manager for a company expanding internationally. Your report is not to exceed seven (7) pages of text (double-spaced, 1” margins, 12-point Times New Roman font). Your Appendix may include as many exhibits as you like. All exhibits must be referenced in your text.

Specific guidelines for how to organize your final report are available in Blackboard, along with a grading rubric.

**Final Bottom Line Results**

Students will be evaluated based on a combination of measures and rankings in CountryManager, which are compounded into a balanced scorecard based on the following components:

- Cumulative Net Regional Contribution (40%)
- Share of Mfr. Sales (30%)
- Brand Equity (30%)
**IMPORTANT COUNTRYMANAGER INSTRUCTIONS**

**Team Members, Team Leader, and Advancing the Simulation**

Please read the entire *CountryManager* manual. It will prove to be a good investment of your time. Each team must designate one member to be their “Team Leader.” The Team Leader is the only team member who can advance the simulation to the next period. Be sure to designate a Team Leader who does not have conflicts in making sure that decisions are submitted by the assigned due dates.

At the start of the simulation (Period 1) and after the Team Leader advances the game to the next period, all team members have access to the same updated information. Changes made by each team member are only visible to the individual team member. Thus it is imperative that all team members communicate the decisions they want made to all other team members including the Team Leader.

Make sure that each assignment is titled appropriately. Please use the following format: “TeamNumber_AssignmentName” This will save you – and me – lots of time!

**PROFESSOR'S POLICIES**

**Late Assignments.** NO LATE ASSIGNMENTS WILL BE ACCEPTED. If you know you will be absent in class the day an assignment is due, you should plan on doing the work ahead of time and turning in the assignment early. Failure to turn in assignments before class will result in a zero for the assignment.

**Group Management.** You are expected to participate diligently and professionally in your assigned team. If there are issues with group dynamics, please make sure you approach me about them before they get out of hand!

**Final Grades.** Final grades will reflect the student’s total points earned in the course. You will be able to track your grades in the Blackboard gradebook. All grades are final.

**Laptop/Cell Phones/Electronic Gadgets.** I do not mind if you use your laptop to take notes or look up the Internet as it relates to in-class discussion. However, I do mind if you are surfing the web, checking email, sending text messages, or working on other class assignments. Please be respectful and use your laptops and other electronics judiciously. Please bear in mind that cold-calling is fair game at any point during class. If you are unable to respond, or provide a far less than satisfactory response, your participation grade will be seriously affected.

**EXTRA CREDIT OPPORTUNITY**

In order for you to better understand the role of academic research in international marketing, you will have the opportunity to participate in two extra credit research sessions during the course of the semester, each lasting about ½ an hour. Each session is worth ½ % of extra credit.
The maximum credit you can receive for this course is 1%. More information about this opportunity will be made available at a later point during the semester!

**HOW TO SUCCEED IN THIS COURSE**

- Do your best to attend all classes.
- Do all of the reading, including cases, articles, and chapter material **before** class.
- Take detailed book notes after you have read the chapter. Try to not procrastinate making book notes; reading material piles up quickly in this course and can get intimidating FAST!
- Do not rely on the PPT presentation as your only lecture note material! Fill in information conveyed in lecture not on the slides.
- Study book notes and lecture notes together, paying special attention to where they overlap and where they are different.
- Get started on the *CountryManager* Simulation Game EARLY and make sure you keep pace with all of the decision and report deadlines. Last minute composition will reveal itself in the final product and grade!
- Schedule regular meetings with your group; groups should set and accomplish specific goals each meeting. Also, set early deadlines for your group members.
- Prepare for the business case discussions carefully! Do not just read the text of the case. Make sure to carefully read and dissect the tables, figures, and other material in the appendices.
- Please take advantage of my office hours! I really enjoy meeting students in my office! You may also make appointments with me.

**CAMPUS RESOURCES AND POLICIES**

**Academic Integrity.** The professor will strictly abide by the academic integrity policies as stated in the Code of Academic Integrity. Academic dishonesty is defined as cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information. For additional information refer to the Office of Academic Integrity and the Guide to Student Rights and Responsibilities.

**Disability Support Services.** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss specific needs. Please contact the Office of Disability Support Services to establish eligibility and to coordinate appropriate accommodations.

Academic Center (Rome Hall) Suite 102, 801 22nd Street, NW
Phone: 202-994-8250, Email: dss@gwu.edu, Website: http://gwired.gwu.edu/dss

**University Mental Health Services.** The University Mental Health Services offers 24/7 assistance and referrals to address students' personal, social, career, and study skills issues. Services for students include:

- crisis and emergency mental health consultations
- confidential assessment, counseling services (individual and small group), and referrals:
  Marvin Center Ground Floor, 800 21st Street, NW, Washington, DC 20052
  Phone: 202-994-5300, counsel@gwu.edu