

I. COURSE:

ADMS 4210A
International Marketing S1 2019
Mondays and Wednesdays 11:30 to 2:30 pm, ACW 008
Preliminary Course Outline (as at April 10, 2019)

COURSE DIRECTOR: Dr. Elena Skliarenko
Email: elenask@yorku.ca

COURSE DESCRIPTION: This course reflects swift changes of global market, Technology's impact on international market arena, covers the fundamentals of international marketing theory, concepts and management as applied to international firms' performance in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

II. REQUIREMENTS:

Prerequisites:

- for students in an Honours program, 72 credits, including AK/ADMS 2200 3.00,
- for other students, a grade of C+ or better in AK/ADMS 2200 3.00.

Course credit exclusion: None.

Students are personally responsible for ensuring that they have completed the required prerequisites as stated in the course outline or in the course calendar. Failure to complete prerequisites will place students at risk of administrative withdrawal from the course. The department will not be responsible for refunds resulting from such withdrawals.

If you have completed ADMS 2200 at an institution other than York, please hand in a copy of the statement of credit transfer (downloadable at my.yorku.ca) from Admissions Office by the second class. If your application for credit transfer is pending, please provide the instructor with a copy of the application, along with copies of the course outline of the course you consider equivalent and the official transcript from the other institution showing that you have completed the course (for Non-BAS/Honours students: with a C+ or better). If you are an exchange student, please hand in your transcripts from your home university showing courses equivalent to the prerequisite listed above.

Due to the very compressed time schedule, I strongly advise you to take no more than one S1 course or 2 SU courses in addition to this course.

To ensure fairness and efficiency of group work, absolutely no late enrolment will be allowed.

III. COURSE TEXT / READINGS:

Required Literature

REQUIRED READINGS/TEXTS: Philip Cateora, Mary Gilly, John Graham, Bruce Money, "International Marketing" (17th edition), HARDBOUND, McGrawHill Education, ISBN 978-0-07-784216-1 OR

Philip Cateora, Mary Gilly, John Graham, Bruce Money, "International Marketing" (17th edition), E-BOOK+ Connect, McGrawHill Education, ISBN 9781259305696

Package (Print + Connect access): 9781259819018

Reference Literature

For the exams, you will have to study, on your own,

- **for the midterm exam:**
 - **EDC (2016) Getting the Most from Free Trade Agreements, White Paper.** <https://edc.trade/wp-content/uploads/2016/09/getting-free-trade.pdf>.
 - **CBSA (2017): Step-by-Step Guide to Exporting Commercial Goods from Canada**, available at <http://www.cbsa-asfc.gc.ca/export/guide-eng.html> (everything on this webpage (in the "Expand All" view), but not what is on other pages that this page links to).
- **for the final exam:**
 - **Trade Commissioner (2017): 8.4 Methods of Collecting Payment and 8.5 Insuring against non-payment**, http://tradecommissioner.gc.ca/exporters-exportateurs_draft/step8-etape8.aspx?lang=eng#step8-4 (**only 8.4 and 8.5**, everything in these two sections, but not what is on the rest of the page or on other pages the sections link to).
 - **CBSA (2017): Step-by-Step Guide to Importing Commercial Goods into Canada**, available at <http://www.cbsa-asfc.gc.ca/import/guide-eng.html> (to be read on your own, everything on this webpage, but not what is on other pages that this page links to).

The content of the above readings will not be covered in class. Please access the URLs above well in advance of the respective exam, to avoid issues with the internet on either end.

If you miss a class, Camtasia recordings, if available, are probably the best way of catching up. You will still need to get notes from a peer regarding anything I drew on the blackboard. If Camtasia recordings are not available, the textbook is a good start for catching up. E-BOOK CPGM has a lot of useful tools that will help you to be well prepared and learn the material in the engaging and interactive manner. But it is not a complete replacement, as I add case studies, concepts, material related to Canada etc for the lectures and class discussion. Every student who misses a class is therefore advised to get him/herself the slides from the course website and comprehensive high-quality notes from a classmate.

IV. WEIGHTING OF COURSE:

Assignment Type	% of Grade	Due Date
Group Report	25%	Mon, May 27, 11:30 am
Group Presentation	20%	June 10 , Possible also June 5 , 11:30 am to 2:30 pm
Cases	10%	Ongoing, check schedule
Midterm Test	25%	May 15
Final Exam	20%	June 3

Students who miss the midterm for medical reasons have to hand in an attending physician's statement for the day of the midterm, issued on the day of the midterm, and will have to write a make-up midterm. Students who miss the midterm for reasons other than documented illness or religious observance will receive a grade of 0 on the midterm. Please inform me that you will not be able to write an exam for religious observance reasons at least one week before the exam.

Documented illness or religious observance are, other than under exceptional circumstances, no valid reasons for late-handing in of group work. As in real life, you will have to plan ahead your group work in a way that allows for individual members to be ill or unavailable close to submission date, and include sufficient time in reserve for such cases.

There is a limitation of one calendar week for queries on grading following the return of an assignment or examination. When a request for re-grading is received, the entire assignment or examination will be re-marked. The new grade may be higher, the same, or lower.

For students missing the final, please see under "Deferred Standing Agreements" at the end of the course outline.

V. COURSE INSTRUCTOR / CONTACT:

Dr. Elena Skliarenko
elenask@yorku.ca

Meetings with groups or individuals: Before or after class after prior appointment by e-mail only.

Please ensure that you have a stable and sufficiently powerful internet connection to support a conference call with several group members or screen-sharing and that there is no background noise. (Note: Using WIFI in a coffee shop is usually not adequate for these reasons.)

Please send me your **request for an appointment** at least 2 business days before the day for which you want to make an appointment. The breaks during classes as well as the 15 minutes immediately before and after class are suitable exclusively for short administrative questions of individual students on a first-come-first-serve basis. These times are not suitable for feedback to your group work. For questions regarding your group work, please schedule a separate appointment with me by email. Please reserve at least 20 minutes for any appointment regarding your group project. For the most popular time slots (1 hour to 30 minutes before the class and the time 15 minutes after class) please book well ahead of time.

For more complex administrative questions, please send me an email with the question, your official name (as in the university computer system) and your student number.

For efficient communication, I ask every student to regularly check his/her official YorkU email address. Please make sure that you properly receive all emails sent to this address. Contact helpdesk@yorku.ca should you incur technical issues with your YorkU email address or not receive general broadcasts I send to the class.

I normally reply to e-mails within 2 business days. Due to the very large number of emails I receive during terms, I unfortunately cannot reply to

- **e-mails which do not include basic info about yourself**, that is, the course number, your full official name (plus any alias you use), in case of group questions your group name and number, in case of administrative questions your student number.

- e-mails asking substantive or administrative **questions which have been answered** by the course outline and other material posted on the course website, previous email broadcasts or in classroom or online classes. Please check these sources and, if you missed a class, ask your peers for their notes.
- **last-minute e-mails** sent to me the night or on the weekend before the due date of an assignment. Please plan your assignment work in a way that you know for what questions you need my support well ahead of time and send me your questions at least 2 business days before the time you need the answer.
- **e-mails asking me to change the grade component weights for you, increase a grade on an assignment without an appropriate academic rationale or give you a make-up assignment. Under no circumstances will I ever increase an exam or assignment grade for non-academic reasons or give a make-up assignment.** Non-academic reasons include, for example, that you would need a certain grade to stay in the program, for a job application, as well as life problems like a separation, strict parents etc. "Academic reasons" means that you have to provide academic evidence (textbooks, scholarly journals etc.) that your exam answer or assignment work was correct and incorrectly graded as wrong by the instructor. I think make-up assignments are unfair towards those students who did well on the regular assignments.

If your email does not fall in one of the above categories and I did not reply to you after 2 business days, please resend the e-mail, including the header of the first time you sent it such that I can see when you sent it and give it priority ranking.

Marker: Jacky Li

Note: The marker does not grade your group work. Any questions regarding your group work should hence be directed towards the course director.

VI. EXPANDED COURSE DESCRIPTION:

Exams

For the exams you need to know:

- all material from the textbook, slides and explanations presented by me in the classes listed as relevant for the midterm and final, respectively, under "Organization of the Course". This includes in-class discussions of case studies and presentations of guest speakers, if any.
- the required literature listed above for the midterm and final, respectively.

The exams will consist of multiple-choice questions. The exams are closed-book exams.

The final exam covers only the material not covered by the midterm. That is, in the final you will not be asked any specific questions regarding the material which was relevant for the midterm. You will, however, have to be familiar with the terms and concepts you learned in the first half of the term to the extent they form the basis for concepts covered after the midterm.

Exams will always be scheduled for a total duration of 3 hours. Depending on the number of chapters to be covered and the character of the questions, effective available exam time may be shorter (e.g. 2 hours). I still ask you to reserve the full three hours scheduled, as there may always be issues (e.g., classroom locked, no lights on) which require us to use up the full three hours.

Group projects: Presentation, group report

Groups should comprise 6 to 8 members. The recommended group size is 6. All evaluations of group work will take the size of the group into account. **Group formation** takes place in the **second class of the course**. It is therefore mandatory to be present in this class. If you cannot make it to the second class for justified reasons, please notify me at least 3 business days in advance, indicating the country where you were born and raised up the age of 10 years, so that I can assign you to a group in the second class. Students not present in the second class and not notifying me of their absence run the risk of not getting a spot in a group and therefore receiving a grade of zero on the group-work components of the course grade.

Each of the groups has to have a **multi-cultural student background** which includes at least one student who was raised in Canada and at least one student who was raised, at least between 2 and 10 years of age, in a country other than Canada. You then suggest, using the Group Project Proposal form available on the website, to introduce a product or service available in the home country of one of the members of the group (this country will serve as the "home country" of your project) to another country where at least one of the group members has been raised and where the product or service is not available yet or not available in the form offered in the first country. This second country will then serve as the "host country" of your project. It is recommended that at least one of these countries is Canada.

Example: In your group, you have three members who were raised in Canada, two members who were raised in India, and one member who was raised in the UAE. You can choose to bring a product or service

- *from Canada to India,*
- *from Canada to the UAE,*
- *from the UAE to Canada, or*
- *from India to Canada.*

Please make sure that you have the necessary language skills and cultural knowledge in the group to perform the tasks of the group project (see Group Work Guidelines) in high quality. The Group Project Proposal form is meant to assist you with this preliminary check.

Following good practice of how to gather and evaluate information in the context of international marketing, the tasks the group projects are

1. to report on the host country's cultural, political, technological, economical and legal environment relevant to the group project;
2. to analyze the specific market potential. to develop a positioning and market entry strategy for the product or service of the group project in the host country, and to recommend adaptations to the product or service necessary to make it a success in the host country.

These steps have to be documented in the one group report and one group presentation. Detailed guidelines for the group report and presentation will be available on the course website.

Expected methods:

- thorough secondary research, including
 - books
 - databases of academic and non-academic articles and case studies,

- general media in the home and host country, including business media (e.g., bloomberg.com/live);
- websites of “your” brand/company and its competitors;
- social media owned or related to your brand/company and its competitors;
- information and advertising from company sources of the focal company in its home country and of its prospective direct and/or indirect competitors in the host country on online and offline channels;
- exploratory interviews with prospective consumers (recommended, **but not mandatory**), and/or company executives, retailers or other stakeholders, if feasible and necessary. All questionnaires have to be sent to the instructor for approval before any interview is done. Also, all interviews will have to acquire the informed consent of the interviewee before the start of the interview, using an informed consent template available in time from the course website. All interviewees must be 16 years or older.

Unless explicitly recommended and supervised by the instructor, please do not conduct any quantitative survey (e.g., with survey monkey.com)!

In the **group presentation**, each group gives an overview of the complete project (that is, including the topics covered by the group report).

Group reports have to be handed in as a hard copy in class on the due date and electronically on Moodle or via email to your professor and marker. Late handing-in of reports will lower the grade for a report by 20% of the grade component percentage for the report per day commenced. This means that you don't get any points for a group report part handed in more than 4 days after due date.

Cases

We use cases to discuss the theory covered in lectures and assigned literature. Cases will be assigned in week 2. Students must prepare case presentations according to the topic outline. Cases presentations and papers must be related to the material (chapters) assigned for the class. Case presentations must be up to 20 minutes + 15 minutes of class discussion. All students should review the cases in the text and be prepared to discuss them in class. Your attention to this detail will assist you in planning for your Exams.

Attendance/Participation

Attendance/Participation will be taken at a randomly chosen time of each class. If you cannot attend a class due to illness or religious observance, please hand in a doctor's note in class or inform me about the religious observance by email, respectively. If you have to leave early or come late, please notify me in advance (by email, if you come late, or in person at the beginning of the class, if you have to leave early).

Using the cell phone or laptop during the lectures for purposes unrelated to the course, working on unrelated things in any other way, reading books, wearing earplugs/-phones or falling asleep during class will lead to a full loss of the presence points for this class.

Peer Evaluation

You are expected to participate in your group, and you have the responsibility, to ensure to that your group is productive. You may NOT work alone. Time may be allowed in some classes for group meetings and work, but you are expected to spend time outside of class with your group. The calculation of an individual's grade will depend on the peer feedback and the overall project grade.

To ensure that each group performs effectively and can draw on the full effort and skill of all team members, **each student will submit a confidential peer evaluation to me** pertaining to the contribution of each group member to the group work. The peer evaluation is due at the day of submitting the report. Peer Evaluations must be placed unfolded in a 9"x12"envelope and submitted together with the report. For students who do not submit their peer evaluation in time, a rating of equal contribution of all group members will be assumed. Please do not submit your peer evaluation early (that is, before the group presentation).

Peer evaluations, once submitted, cannot be changed or revoked by the student.

Peer Evaluation: 0% contribution = 0% grade on all group-work components

I will adjust an individual student's grades for group assignments to reflect a lack of contribution, on the basis of these evaluations. As the practical application through the group project is a crucial part of this 4000-level course and is given a correspondingly high weight in the grade breakdown, these adjustments can be severe (up to 40% of the total course grade). **In case that a group member did not, according to the rest of his/her group, contribute to the group work at all, this will very likely lead to a failure to pass the course.**

Very high peer evaluations will not lead to an increase of your individual mark on the group work. It may be taken into account should you be close to a higher mark on your overall course grade (together with other factors).

The calculation of an individual's grade will depend on the peer feedback and the overall project grade. All group members will be given (ie. told) the "overall" grade. Individual grades will be confidential to ensure confidentiality. An overall grade of a "B", for example, on the International Marketing Plan or Presentation may see individual students scoring a "C" (for "below average" contribution) or a "B" (for "average" contribution) or an "A" (for "above average" contribution), for example. The ranges and grades may vary based on the peer feedback and other factors.

VII. ORGANIZATION OF THE COURSE:

To prepare for classes, I recommend reading the slides, textbook chapters and assigned cases.

COURSE OUTLINE / SCHEDULE:

Week	Topic	Chapters	Cases	To be prepared for class (in addition to the slides)
Mon 1 April 29	Introduction and Overview of the course; The Scope and Challenge of International Marketing; The Dynamic Environment of International Trade	1, 2 Virtual	1-1 Starbucks – Going Global	Course outline Textbook
Wed 2 May 1	The Cultural Environment of Global Markets Dynamics in assessing global Markets, Culture and Management Style Cases assignment, Case groups Formation of Project Groups	4, 5 In-Class		Formation of Case groups, Cases assignment Project proposal
Mon 3 May 6	Environment Political and Legal Environment, A Critical Concern	6, 7 Country Notebook In-Class	2-4 Ethics and Airbus 2-2 Cultural Norms, Fair and Lovely, and Advertising 2-6 When International Buyers and Sellers Disagree	Formation of Groups, Group proposal is due. Company, product, and country assigned

Week	Topic	Chapters	Cases	To be prepared for class (in addition to the slides)
Wed 4 May 8	Assessing Global Market Opportunities Marketing Research, Developing a Global Vision	8 Virtual		Project, Country Notebook
Mon 5 May 13	Assessing Global Market Opportunities Europe, Africa, the Middle East, Asia Pacific Region	10,11 In-Class	3-3 Marketing to the Bottom of the Pyramid 4-5 Aids and Condoms Possible case Gr 8	Research Sections 1,2,3, 4 are due
Wed 6 May 15	Mid-Term exam 25% After the test Discussion of Section 3 and Scoring Model. Attendance is required	CHs 1,2,4,5,6,7, 8,10,11 In-Class		Mid-Term exam 25% Discussion of Sections 1,2, 3 and Section 4
May 20	College closed	No classes		
Wed 7 May 22	Global Marketing Management and Strategies International Marketing Channels, Integrated Communications and International Advertising	15,16 Virtual		All four sections and Draft of the Report are due
Mon 8 May 27	Global Marketing Management and Strategies Planning Organization; Products and Services for Consumers, Pricing	12,13,18 In-Class	3-7 Gillette: The 11-cent Razor, India, and Reverse Innovation 2-7 McDonald's and Obesity	Projects are due, Peer Evaluations, Executive Summary, Report, Sections 1,2,3,4, bibliography
Wed 9 May 29	Personal Selling; Inventive Negotiations with International Customers, Partners, and Regulators Projects Due 25% Possible project presentations	17, 19 Virtual		
Mon 10 June 3	Final exam 20% There are NO Provision for Missed Exams!	CHs: 12, 13, 15, 16, 17, 18, 19		Final exam 20%
Wed 11 June 5	Presentations Tutorial Possible Group Presentations			
Mon 12 June 10	Group Presentations	In-Class		

GRADE BREAKDOWN: (TBC/TBD):

Midterm	25%
Marketing Plan	25%
Presentation	20%
Final Exam	20%
Cases	10%

Mid-Term – Week 6

Final Exam- Week 10

If our classroom is equipped with **CAMTASIA**, I will attempt to record the lectures and post them on the course website. However, I cannot guarantee that the recording will work or yield sufficient audio and video quality. So please do not rely on the recordings. All recordings are confidential, copyrighted, and not supposed to be passed on to anybody not enrolled in the courses, posted anywhere else, or used for other purposes than for studying for the class. Failure to comply with these restrictions will be prosecuted to the full extent of the law.

I may invite Guest Speakers. Schedule may be changed to accommodate their availability. There might be changes in the Detailed Topic Outline to accommodate the course requirements. Please follow the in-class announcements and announcements on Moodle

VIII. COURSE LEARNING OBJECTIVES:

The main objectives of the course are

- to introduce students to **current issues in the international trade environment** and
- to enable them to **assess international opportunities** by analyzing the market potential for select goods or services in a particular host country and to **develop a suitable strategy** for market entry, product positioning and product adaptation.

What this course is not	What it is ...
... a course preparing me to be the CEO of a global giant	... a course where you will learn how to position a specific product in a specific international market
... doing another marketing plan similar to the ones I have already made	... a course on the specific challenges in international marketing
... mainly about fun or fancy projects	... about (types of) products/services/ideas which you are likely to sell to or from Canada in a professional international career
... all about culture and its entertaining/exciting differences between countries	... about how to derive a sound and consistent international marketing strategy (including un-exciting stuff like pricing, distribution) from an in-depth analysis of foreign countries (including un-exciting stuff like market size, laws and customs tariffs)
... all about creativity	... a lot of hard work for doing (difficult) research in the international arena and

	developing a coherent and sound strategy together with your group
... a course where the group work can be conveniently divided among the group members	... a course where group work requires close and consistent collaboration and rigorous discussion in your group
... an "I can study everything from the textbook" course	... a course where you have to be present, attentive and take comprehensive notes on what we discuss with the slides, if you want to ace the exams
... a "do everything last minute at the end of the term" course	... a course requiring continuous learning and work on the group project
... an easy class	... a highly demanding (time, effort) and intellectually challenging class
... an "I can do every marketing class without the prerequisites" course	... a course where you will really need to know the fundamentals of (domestic) marketing (and prerequisites will really be checked)

IX. ADDITIONAL INFORMATION / NOTES:

Deferred Standing Agreements: Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. In order to apply for deferred standing, students must complete a Deferred Standing Agreement (DSA) form and submit their request no later than five (5) business days from the date of the exam. The request must be properly submitted with supporting documentation directly to the main office of the School of Administrative Studies (527 Atkinson), NOT to the Section Director. These requests will be considered on their merit and decisions will be communicated to the students by the main office. Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted. DSA Form:

http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf, Attending Physician's Statement form: <http://www.yorku.ca/laps/council/students/documents/APS.pdf>