



**University of North Carolina at Greensboro
Bryan School of Business and Economics
MBA 733-71D: International Marketing Management
Summer 2015 (June 22-August 3)**

This syllabus is subject to change as the semester progresses to accommodate instructional and/or student needs.

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Required Text

Philip R. Cateora, Mary C. Gilly, John L. Graham, International Marketing, 2013, 16/e, ISBN: 0073529974.

http://highered.mcgraw-hill.com/sites/0073529974/information_center_view0/supplements.html



Course catalog description

Activities that direct the flow of products to markets in a transnational, transcultural context; transcultural consumer behavior; channel strategy, physical distribution, promotion, and pricing.

STUDENT LEARNING OUTCOMES:

At the completion of the course, students will be able to:

- 1) Describe international marketing (IM) and the international marketing process.
- 2) Identify the major trends and forces that are changing the global marketing landscape.
- 3) Evaluate international marketing information for decision making.
- 4) Evaluate the obstacles and challenges in building and managing brands in international markets
- 5) Analyze the changes in international marketing strategies during the product's life cycle.

- 6) Evaluate the internal and external forces that influence an organization's international marketing strategy.
- 7) Evaluate the attractiveness of international market segment from a target market perspective.
- 8) Evaluate the roles of ethics in international marketing activities.
- 9) Apply the tools and concepts learnt in the course to develop a customer-driven international marketing strategy and mix.

Format

This online course requires you to participate in online discussion, take quizzes and exams online, doing assignments and analysing cases. A tentative outline of activities is provided in this syllabus.

Evaluation Items

Discussion is an important component of this course. You are expected to login regularly, read other course participants' posts and post to the discussion topics (at least **ten** posts are required). The purpose of online discussions is to supplement the materials covered in class. Your postings enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of marketing.

TWO of the posts are required to be on the forum "Online video contribution". Your posts on this forum free videos available online (e.g., YouTube) to help learn understand some concepts related to international marketing. One of them will be your original post and the other will be your comments on one or more posts of others participants' on this forum. Please visit the forum for more information.

I will provide examples on the Canvas.

At least **THREE** of the posts are required to be on readings from the folder "Additional cases and articles for online discussion" in the course document area. I will create a forum for each article/case in this folder.

Your posts are evaluated using the following criteria:

- a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
- b) Have you connected your discussion with materials from your textbook or those discussed in the class?
- c) Have you connected your posts with the current business related events (some of them)?
- d) Do your posts refer to other course participants' posts (some of them)?
- e) Are your posts uniformly distributed throughout the session?
- f) Are they sufficient long (that is, at least 2 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **August 2, 2015**. Please copy all of your posts in **ONE** word document and email me before the end of the semester. Make sure that each post has the date you posted on the canvas.

Weekend Puzzles/challenges

There will also be a forum on Weekend Puzzles/Challenges. Posts in this forum are expected to be about two paragraph-long. I will post puzzles/challenges by Friday and you must post your response by Sunday. You need to cite the references and apply some IM concepts from the book. Best answers for each puzzle/challenge will be awarded 10 extra credit points. Up to three posts in this forum can count towards the required ten posts. However, you can respond to as many puzzles/challenges as you like.

Exam 1 (100 points)

More details about this exam will be available on the Canvas. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

Exam 2 (100 points)

More details will be available on the Blackboard. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

Exam 3 (200 points)

Details will be announced on the Canvas. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

Case Analyses (350 points)

You are required to submit a written analysis of the following two cases. At the very least, you are required to summarize the case, answer the questions at the end and provide actionable and operational recommendations to the company.

The first case (Case 3.1) carries 150 points. The second case (Case 3.3) carries 200 points.

Case 3.1: International Marketing Research at the Mayo Clinic

Case 3.3: Marketing to the Bottom of the Pyramid

GRADING SCALE:

Points possible for the various evaluation components are summarized below:

Component	Points possible
Online Attendance, Participation and Contribution	250
Exam 1	100
Exam 2	100
Exam 3	200
Individual assignment 1 (Case 1)	150
Individual assignment 2 (Case 2)	200

Total	1,000
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The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
945 – 1,000	A	790 – 819	B-
910 – 944	A-	760 – 789	C+
870 – 909	B+	740 – 759	C
820 – 869	B	0 – 739	F

The following criteria will apply to the grading of assignments.

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

TENTATIVE COURSE SCHEDULE

Week	Detail	Remarks
1 (June 22- June 28)	<ul style="list-style-type: none"> • The Scope and Challenge of International Marketing • Culture, Management Style, and Business Systems • Case discussion: Case 2.1: The Not-So-Wonderful World of EuroDisney 	<ul style="list-style-type: none"> • Chapters 1, 5 • Handouts • Readings: # 1, #2
2 (June 29- July 5)	<ul style="list-style-type: none"> • The Political Environment • The International Legal Environment: Playing by the Rules • Developing a Global Vision through Market Research 	<ul style="list-style-type: none"> • Chapters 6, 7, 8 • Handouts • Readings: # 3, #4, #5 • Exam 1 will be available from 5 PM on July 3 to 5 PM on July 5. • Case 3.1: International Marketing Research at the Mayo Clinic: due

		July 7.
3 (July 6- July 12)	<ul style="list-style-type: none"> • Global Marketing Management: Planning and Organization • Products and Services for Consumers • Products and Services for Businesses 	<ul style="list-style-type: none"> • Chapters 12, 13, 14 • Handouts • Readings: # 6, #7 • Exam 2 will be available from 5 PM on July 9 to 5 PM on July 11.
4 (July 13- July 19)	<ul style="list-style-type: none"> • Global e-commerce, outsourcing and offshoring • Global issues in data privacy and security 	<ul style="list-style-type: none"> • Readings: #8, #9, # 10, #11, #12. • Handouts
5 (July 20- July 26)	<ul style="list-style-type: none"> • International Marketing Channel • Integrated Marketing Communications and International Advertising 	<ul style="list-style-type: none"> • Chapters 15, 16 • Handouts Readings: # 13, #14, #15, #16
6 (July 27- August 2)	<ul style="list-style-type: none"> • Pricing for International Markets • Negotiating with International Customers, Partners and Regulators 	<ul style="list-style-type: none"> • Chapter 18, 19 • Reading: # 17 • Exam 3 will be available from 5 PM on August 1 to 5 PM on August 3.
7 (August 5)	<ul style="list-style-type: none"> • Case 2 preparation/submission 	Case 3.3: Marketing to the Bottom of the Pyramid: due August 5.

Slides and handouts are available in the “Course Document” section of the Canvas

Articles required

1. Kshetri, Nir and Ralf Bebenroth (2012) “Japan’s Orientation towards Inward Foreign Investment: Inertia Effects and Driving Forces of Institutional Changes” Working Paper
2. Bebenroth, Ralf, Nir Kshetri and Reinhard Hunerberg (2013), “Foreign Firms’ Access to the Japanese Market”, *European Journal of International Management*.
3. Kshetri, Nir “China’s Data Privacy Regulations: A Tricky Trade-Off between ICT’s Productive Utilization and Cyber-Control,” Working Paper
4. Kshetri, Nir (2009) “The Evolution of the Chinese Online Gaming Industry,” *Journal of Technology Management in China*, 4(2), 158-179.
http://libres.uncg.edu/ir/uncg/f/N_Kshetri_Evolution_2009.pdf
5. Kshetri, Nir and San Murugesan (2013). “Cloud Computing and EU Data Privacy Regulations” *IEEE Computer*, March 86-89.

6. Kshetri, Nir (2010) "Cloud Computing in Developing Economies", *IEEE Computer*, October 43(10), pp. 47-55. http://libres.uncg.edu/ir/uncg/f/N_Kshetri_Cloud_2010.pdf
7. Kshetri, Nir (2012). "Cloud Computing in India," *IEEE IT Professional*, 14(5), September/October, pp. 5-8.
8. Kshetri, Nir (2007) "Institutional Factors Affecting Offshore Business Process and Information Technology Outsourcing", *Journal of International Management*, 13(1), 38-56., http://libres.uncg.edu/ir/uncg/f/N_Kshetri_InstitutionalFactors_2007.pdf
9. Kshetri, Nir (2013). "Privacy and Security Issues in Cloud Computing: The Role of Institutions and Institutional Evolution", *Telecommunications Policy*, Volume 37, Issues 4–5, May–June, pp. 372–386 .
10. Kshetri, Nir (2013). "Cybercrimes in the Former Soviet Union and Central and Eastern Europe: Current Status and Key Drivers," *Crime, Law and Social Change*.
11. Kshetri, Nir and San Murugesan (2013). "EU and US Cybersecurity Strategies: Impacts on Businesses and Consumers", *IEEE Computer*.
12. Kshetri, Nir (2013). "Cyber-victimization and Cybersecurity in China," *Communications of the ACM*, 56(4), 35-37.
13. Kshetri, Nir and Ralf Bebenroth (2012) "Cross-National Heterogeneity in Retail Spending: A Longitudinal Analysis of Regulatory and Industry Factors," *Journal of Macromarketing*, December, 32(4), 374-389.
14. Kshetri, Nir, Ralf Bebenroth, Ravi S. Sharma, Nicholas C. Williamson (2013). "Cross-national Heterogeneity in E-retail Spending: A Longitudinal Analysis of Economic, Technological and Political Forces," Working Paper.
15. Kshetri, Nir, Nicholas C. Williamson and Andreea Schiopu (2007) "Economics and Politics of Advertising: Evidence from the Enlarging European Union," *European Journal of Marketing*, 41 (3/4), pp. 349-366. http://libres.uncg.edu/ir/uncg/f/N_Kshetri_Economics_2007.pdf
16. Kshetri, Nir and L. Alcantara, "Data Privacy Laws and Online Advertising", Working Paper
17. Kshetri, Nir and S. Acharya (2012). "Mobile Payment in Emerging Markets," *IEEE IT Professional*, 14(4) July/August, 9-14.

ACADEMIC INTEGRITY POLICY: Students are responsible for becoming familiar with the Academic Integrity Policy in all its aspects and for indicating their knowledge and acceptance of the Policy by signing the Academic Integrity pledge on all major work submitted for the course. Specific information on the Academic Integrity Policy may be found on the UNCG web site at <http://academicintegrity.uncg.edu>

The Bryan School faculty has approved a set of guidelines for the conduct of classes. They can be found at:

http://www.uncg.edu/bae/faculty_student_guidelines_sp07.pdf

Instructor Information

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro (UNCG). He is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal).

Nir's previously held positions include faculty member at Kathmandu University (Nepal) and visiting lecturer at Lancaster University (U.K.). He has *held visiting professorship* in Kobe University, Japan, European Business School, Paris, France, Bad Mergentheim Business School, Baden-Wuerttemberg, Germany, Transatlantik-Institut, Fachhochschule Ludwigshafen am Rhein, Germany and Konrad Lorenz University, Bogota, Colombia. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir is the author of four books. His 2014 book *Global Entrepreneurship: Environment and Strategy* (Routledge: New York, 2014) (<http://www.routledge.com/books/details/9780415888004/>) was selected as an Outstanding Academic Title by *Choice Magazine* (January 2015 Issue). His other books include *Cybercrime and Cybersecurity in the Global South* (Palgrave 2013) (<http://www.palgrave.com/products/title.aspx?pid=583038>), *The Global Cyber-crime Industry: Economic, Institutional and Strategic Perspectives* (Springer-Verlag: Berlin, Heidelberg, New York, 2010) and *The Rapidly Transforming Chinese High Technology Industry and Market: Institutions, Ingredients, Mechanisms and Modus Operandi* (Caas Business School, City of London and Chandos Publishing: Oxford, 2008).

Nir has published eighty four articles in journals such as *Foreign Policy*, *European Journal of Marketing*, *Journal of International Marketing*, *Third World Quarterly*, *Journal of International Management*, *Communications of the ACM*, *IEEE Computer*, *IEEE Security and Privacy*, *IEEE Software*, *Electronic Commerce Research*, *Electronic Markets*, *Small Business Economics*, *Thunderbird International Business Review*, *Telecommunications Policy*, *Journal of International Entrepreneurship*, *Electronic Commerce Research and Applications*, *Baltic Journal of Management*, *IT Professional*, *Journal of Health Organization and Management*, *Journal of Developmental Entrepreneurship*, *East Asia*, *Big Data and Society*, *International Journal of Health Care Quality Assurance*, and others. He has also contributed more than two-dozen chapters to several books.

Nir participated as lead discussant at the Peer Review meeting of the UN's *Information Economy Report 2013* and *Information Economy Report 2015*. Other UN Agencies such as International Telecommunications Union, Comisión Económica para América Latina y el Caribe (CEPAL) and the Internet Governance Forum, the US Army War College and private organizations have invited him to give talks on cybersecurity and other topics. Nir has travelled to about ninety countries. He has given lectures or presented research papers (over 155) at various national and international meetings/conference in Azerbaijan, Argentina, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Malaysia, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Portugal, Romania, Serbia, South Africa, South Korea, Singapore, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., **Tunisia, Turkey and Uganda**.

Nir is recognized by *Business Week* as a "prominent faculty" in 2013, 2014 and 2015. He is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). Nir's recent research related awards include Best Academic Paper Award at The Business and Entrepreneurship in Africa Conference (May 2013) and best paper award at the 5th International Conference on Information Systems and Economic Intelligence (2012). A 2012 study ranked him # 2 in terms of the number of articles published in *Journal of International Management* over a 13-year period (1998-2010). Nir received Emerald Literati Network Award for Excellence in 2013 and 2010. He is a two time winner of the Pacific Telecommunication Council's *Meberoo Jussavalla Research Paper Prize* (2010 and 2008).

Nir has been interviewed and/or quoted in over 60 magazines and newspapers published from Australia, Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including *HPC in the Cloud*, *Foreign Policy*, *Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area*, *Jamestown News*, *Greensboro News and Record*, *El Nuevo Herald*, *Mother Nature Network*, *Gulf-Times.com*, *The Times of India*, *news24.com*, *Canoe.ca*, *key4biz.it*, *aufaitmaroc.com*, *rtbf.be*, *livemint.com*, *World News Australia*, *Brunei Times*, *Leadership Magazine* and *High Point Enterprise*. Nir's work has also been featured at the UNCG homepage.

