

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
Bryan School of Business and Economics

Department of Marketing, Entrepreneurship, Hospitality and Tourism

MKT 426.01 – International Marketing Spring 2017

Instructor – Dr. Nicholas C. Williamson (Make contact using: ncwillia@uncg.edu)

Class meeting times: 3:30 PM – 4:45 PM TR Bryan 105

Office hours: 3:15 PM – 3:30 PM TR and by appt. Bryan 371

CATALOG DESCRIPTION: Practical aspects of marketing across national boundaries. Documentary complexities of international marketing emphasized.

TEXTS: *A Basic Guide to Exporting – 10th Edition*

Export Odyssey (2016) 10th Edition Nicholas C. Williamson and Steven M. Cramer

GRADING: Mid-term examination 25%

Export Odyssey:

Generating an Export Marketing Strategy for your Host Concern	
GEMSHC	20%
In-class team presentation of specified documents for GEMSHC exercise	5%
Foreign Market Selection	10%
Export Marketing Strategy Statement	30%
Export Marketing by way of the Internet—experiential exercise	10%
TOTAL	100%

PROJECT: See *Export Odyssey* © (2016) for details. Each student group must line up as a "host" firm a Triad area manufacturing firm. An optional part of the project calls for making direct contact (by fax, e-mail and voice) with three or more potential customers in the targeted foreign market. These potential customers must be located in a country which the host firm has not marketed to in the past. If the efforts of a student group lead to either a “significant”

purchase order by a foreign buyer, or the establishment of a formal written relationship with a foreign middleman organization (e.g., distributor or agent), with a “performance” agreement in that written agreement, *within 90 days of the final examination of the course, **then each student who is a member of the team will be awarded 100% of the points for Export Marketing Strategy Statement.*** Since that deliverable accounts for 30% of the total points for the semester, then that reward is **very significant indeed!** ***It should be noted, however, that a member of a team achieving a sale, or a written agreement with a foreign middleman, WILL NOT RECEIVE THE FULL 100% BENEFIT IF THAT STUDENT RECEIVES NEGATIVE FINAL TEAM MATE EVALUATIONS!*** (See below.)

Additionally, students will turn in to the instructor at mid-term (date specified below) their typewritten (word processed) evaluations of the work outputs of each of their team mates. This process will be repeated at the end of the course. **These two sets of evaluations will play a *critical* role in the instructor’s evaluation of each student's final Export Odyssey grade. *It is each student team member’s responsibility (1) to keep in touch in an on-going basis with all other members on the team regarding their perceptions of his or her performance, and (2) to adjust his or her performance accordingly if there are communicated shortcomings! This will ensure that there will be no “surprises” regarding Mid-term and Final Team mate evaluations! The course instructor must accept these evaluations at “face value” and will assign team mate evaluation scores and MKT 426 final grades accordingly!***

LEARNING OUTCOME GOALS FOR THIS COURSE:

1. Detail how the stages of economic development of a country relate to international marketing issues.
2. Compare and contrast export and foreign direct investment as alternative modes of entry into a foreign market.
3. Assess the cultural environment as it relates to the communications strategy in export marketing.
4. Describe different financial tools that are available to the U. S. exporter, particularly the small exporter.
5. Explore the "internationalization process of the firm" from the perspective of the evolution of international marketing channels.
6. Assess issues in the adaptation of products for export, focusing upon the export of consumer packaged goods to developing countries.
7. Explore issues in pricing nomenclature in export pricing; assess transfer pricing issues as they relate to the reduction of a company's global income tax bill.
8. Examine different dimensions of international marketing channels as they relate to the export marketing strategy of a U. S. exporter.
9. International communications issues an organizing factor in the structure of a U. S. exporter's export marketing strategy.

10. Explore different export intermediaries, focusing upon the comparison between general and specialty trading companies.
11. Identify circumstances that might justify the use of countertrade by a U. S. exporter.
12. Examine international logistics as the organizing factor for "transaction fulfillment" marketing factors in exporting.
13. Analyze global and bilateral export and import trade flows so as to enable one to identify the best country to target.
14. Perform search activities using electronic databases so as to determine the character of competition in specific foreign "product markets."
15. Describe how to assess different databases so as to identify viable customers in a specific foreign market and for a specific product.
16. Detail the use of the international fax message as the prime tool for international communications in export marketing activities.

FACULTY AND STUDENT GUIDELINES: Both the instructor of MKT 426 and students enrolled in MKT 426 will adhere to the contents of the "Faculty and Student Guidelines" document. A direct link to the PDF file containing this document follows:

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

POLICY REGARDING MAKE UP OF MID TERM EXAMINATION: No make-ups unless due to illness. In that case, a note from an infirmary or physician (on letterhead, with signature) is required before a make-up can be given. A student who misses the Mid Term due to an official UNCG function (e.g., varsity sports) must provide the instructor with written evidence of such at least two weeks in advance of the Mid Term Examination.

HONOR CODE: The Academic Honor Code will be adhered to. Violations will be dealt with accordingly. Typically, a student who is ultimately found guilty of an Honor Code Violation (e.g., cheating on an examination or another kind of graded "deliverable") will receive an automatic F in the course.

ATTENDANCE POLICY: Attendance in class is mandatory. Lack of class attendance will significantly harm a student's performance as an Export Odyssey team mate, and will result in the student's unacceptably low mid term and final team mate evaluations on the Export Odyssey project.

DATE	ACTIVITY	ABGE	EO
1/17	Introduction to course, charged with joining a team	-	-
1/19	ABGE, Export Odyssey, <i>Deadline for joining a team</i>	1,2,3	1,2
1/24	Characteristics of viable host concern;	4,5,6,7,8,9	5

Presentation of “blueprint” letter to use;
**charged with presenting instructors
 with list of 15 potential host concerns;**

1/26	<i>Bring list of 15 potential host concerns to class; instructors choose 5 companies from list presented by each team.</i>	10,11,12	5
	Teams charged with intensive search for lining up Host Concern <u>during next 7 days</u>		
2/2	Financial Issues in Exporting	13,14,15	5
2/7	ABGE wrap up. <i>Deadline for lining up a host concern</i>	16,17	
2/9	Discussion of key word search strategies Must read Chapter Four at least two (2) times prior to coming to class.		4
2/14	At library – familiarization with Trade Map (Must read Ch. 3 of EO at least two (2) times prior to coming to lab), product and industry coding systems index of concordance	-	3
2/16	MID TERM EXAMINATION		-
2/21	Generating an Export Marketing Strategy GEMSHC <i>You must read Chapter 6 <u>completely</u> at least two times prior to coming to class! (This is a <u>long</u> chapter, so you must set aside time in advance to do this reading!)</i> <u>ATTENDANCE IS MANDATORY!</u>		6
2/23	GEMSHC exercise – contd. <u>ATTENDANCE IS MANDATORY!</u>		6
2/28	EACH MEMBER OF A TEAM MUST BRING TO CLASS THE FOLLOWING INFORMATION, WHICH COLLECTIVELY COVERS 2 COMPANIES ASSIGNED TO THE TEAM MATE: A. 8 photocopied sheets, properly highlighted and stapled <ol style="list-style-type: none"> a. On each of 4 sheets will be highlighted in <i>YELLOW</i> 1-2 sentences/bullet points showing <i>one of the export 4 Ps</i> (export product, export promotion, etc.) for one of 2 COMPANIES THAT ARE ASSIGNED TO THE 		6

TEAM MATE. (Each of 4 sheets must relate to one company or the other; BOTH companies must be represented in the 4 sheets highlighted in YELLOW.) Each team mate must cover *at least 3 of the 4 export 4Ps in those 4 sheets.*

- b. On each of **four (4) other sheets** will be highlighted in **any color other than yellow** the nature of each of **the business domain of customers of each of the 2 companies assigned to each team mate.**

B. Each student's information will have been developed by **following the first TWO STEPS that are detailed in CHAPTER SIX. ATTENDANCE IS MANDATORY!**

C. SC and NW will **assess 6 teams during the 2/28 class period.**

D. Each team mate's work will be graded, and will count for **5% of that team mate's semester grade.**

3/2	SC and NW will <u>assess/grade the other 6 teams during the 3/2 class period. <u>ATTENDANCE IS MANDATORY!</u></u>	6
3/7	Question and answer regarding the Chapter 6 deliverable <u>ATTENDANCE IS MANDATORY!</u> Charged with completing Mid-Term Team Mate Evaluations.	6
3/9	<i>Turn in the 8 Assignments, plus Appendix for Chapter 6 by 4:00 PM. Turn them in to the MEHT Departmental Office, 4th floor. Turn in Mid-Term Team Mate evaluations in sealed envelope Placed under the door for Room 371, by 5:00 PM</i>	
3/21	Import Market Selection exercise (<u>You must read Chapter Seven thoroughly at least twice, prior to coming to class on 10/13!</u>)	7
3/23	Import Market Selection - II	7
3/28	<i>Turn in Import Market Selection exercise to MEHT Department Office by 4:00 PM.</i>	7
3/30	Export Marketing Strategy Statement <u>(Must read Chapter Eight at least two (2) times prior to coming to class.)</u> Charged with completing EMSS.	8
4/4	Export Marketing Strategy Statement - II	8
4/6	Export Marketing Strategy Statement – Question and	8

Answer

4/11	<i>Turn in EMSS deliverables to MEHT Dept. by 4:00 PM</i>	8
4/13	Introduction to written communications in export marketing done 100% by way of the internet; charged with developing (a) introductory email message and (b) business proposal email message	9
4/18	<i>Bring to class the two draft email/fax messages</i> SC and NW review the draft email/fax messages, and suggest specific changes prior to your sending them out. Charged with sending series of 2 email messages to 8 potential customers in targeted country	9
4/20	Bring to class evidence that you sent the series of two (2) International email/fax messages to each of 8 potential customer companies Charged with sending follow ups to the email/fax messages to each of the 8 potential customer companies. <u><i>Bring to class the “certified mail return receipt requested” form that conclusively demonstrates that the host concern received a complete copy of the EMSS document, with all exhibits attached.</i></u> <u><i>Bring to class results of your follow-up email/fax messages.</i></u>	9
4/25	Each team will be questioned regarding the final outcome of their promotional efforts regarding the 8 potential customers.	9
4/27	Catch-up	

The Final Examination in this class will count 10% of the total semester points and will consist of an 8 minute Power Point presentation by team members. The Presentation will address the following points:

- 1. How you applied your Export Odyssey knowledge in attempting to make a sale to each of the 8 potential customers***
- 2. What the responses to your efforts have been to date***
- 3. What you intend to do in the immediate future to “close” the sale with at least one of the potential customers***