

**University of North Carolina at Greensboro
Bryan School of Business and Economics**

**Master of Science in International Business
BUS 623 International Marketing
Course Syllabus
(Version: Jan 11, 2019)**

Spring Semester, 2019

Course Format: Online

Instructor: Dr. S. Cem Bahadir
Email: scbahadi@uncg.edu

Office: 347, Bryan Building
Office Hours: Tuesday, Thursday by appointment

Required Course Materials

Country Manager Simulation
Interpretive Simulations
Charlottesville, VA

All the students are required to purchase the access to the Country Manager simulation.

You will receive an email from Interpretive Simulations about what you need to do in order to gain access to the simulation.

Support Material

The material on Country Manager simulation should be sufficient for you to complete the assignments. However, if you would like to have a textbook to refer to, then you could use the following textbook:

P. Cateora, J. Graham, and M. Gilly, *International Marketing*, 17th Edition, McGraw-Hill Publishers

Course Description

Business ventures are becoming increasingly globalized. It is thus important for a venture to identify, access, mobilize and exploit opportunities and resources from different parts of the world. To do so, it is important to analyze economic, social and political environments of various economies across the world. This course examines: (a) how economic, physical, technological and trade factors as well as formal and informal institutions affect how a venture is managed in a foreign country; and (b) how organizational factors affect the way businesses respond to these environmental factors. This course is a required component for the MIB program.

Student Learning Outcomes

Upon the completion of this course the students will be expected to

1. Use data and analysis tools to inform international marketing strategy decisions
2. Design a marketing strategy to compete in a foreign country market
3. Analyze when and how much to standardize or localize the elements of the marketing mix strategy in the foreign country market
4. Assess the performance of the marketing strategy in a foreign country-market
5. Analyze and evaluate the marketing decisions encountered in multinational business companies

Course Design

The course is designed help students acquire analytical skills in major international marketing topics. There are four components in the course all related to the simulation tool: simulation performance, weekly assignments related to the simulation, quiz, and presentation. Overall the goal of the course is to help the students develop skills to apply the concepts covered in other courses in the MIB program to the international marketing decisions. The simulation decisions enable students assume the role of a marketing executive who has the responsibility to achieve marketing performance outcomes in international markets. The simulation performance outcomes require the students to make meaningful tradeoffs in their strategy and execution which is a key skill of successful marketing managers. Weekly assignments require the students conceptually or quantitatively analyze data/information related to markets, consumers, or competitors. The assignments help the students improve their marketing decision-making skills by exposing them to marketing-related decisions. The simulation presentation at the conclusion of the simulation will help students review the performance of international marketing strategy and how to improve their strategy.

Communication

Electronic correspondence can utilize any of the capabilities available through Canvas – email, chat, or video conferencing. My office hours are on Tuesday and Thursdays and are flexible depending on your schedule. Appointments at other times of the week are also possible. In case you are in physical proximity to campus, you can visit me in the office, as well.

We will utilize the video conferencing capability in Canvas whenever there is a need for us to communicate in real-time regarding the course.

Accessibility Resources

If you need any accommodations, please present documentation at the beginning of the semester. Contact Office of Accessibility Resources and Services for more information about accommodations; phone (336) 334-5440; fax (336) 334-4412; email oars@uncg.edu

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Honesty

All students should comply with Academic Honesty principles. No form of academic dishonesty is tolerated and all relevant Honor Codes at UNCG are always in force. You are responsible for reading, understanding, and abiding by these Honor Codes. Violations include plagiarizing, copying on an assignment, or helping another with an assignment. Violations may result in failing the course and/or referral to the Honor Council for disciplinary action.

Grading

Component Weight

Quizzes

Case Quizz 5%

Simulation Results

Simulation Performance Criteria

Cumulative Regional Contribution 10%
Cumulative Share of Unit Sales 10%
Brand Equity 10%

After the Completing the Simulation

Simulation Presentation 10%

Assignments

Country Manager Case Assignment 5%
Market Attractiveness Assessment 5%
Plant Location Assessment 5%
Market Forecasting 5%
Pricing/Margins 5%
Regional Marketing Plan 5%
Currency Exchange 5%
Break Even Analysis 5%
Distribution Channels 5%
Package Design 5%
Product Advertising 5%

Grading Scale

Grade	A	A-	B+	B
Score	93.4 – 100	90.0 – 93.3	86.7 – 89.9	83.4 – 86.6
Grade	B-	C+	C	F
Score	80.0 – 83.3	76.7 – 79.9	70 – 76.6	Below 70.0

Quiz

You will take one quiz at www.interpretive.com.

The *Case* quiz is based on the Section 1 of the Country Manager Simulation Manual.

Simulation Performance Results

Grades for financial performance will be based on final rankings on cumulative units sold, brand equity, and cumulative net contribution among the participants in the class. If you have a cumulative net contribution, you will automatically receive a score of 80 points for your simulation regardless of your ranking. In other words, the strategies that pursue growth in units sold or increases in brand equity without considering the effect of these strategies on profitability will not be rewarded. The overall top-ranked participant(s) who satisfies(y) the positive net contribution condition will earn a score of 100 points.

Assignments

All the directions related to the assignments will be posted on Canvas. The assignments will be related to the various aspects of your international marketing strategy in the Country Manager Simulation.

Simulation Presentation

After the conclusion of the simulation, you will prepare a Power Point Presentation using the Voice over Power feature. The content of the presentation will cover two major topics: (i) what was your international marketing strategy (e.g., market entry, positioning, distribution) (ii) how would you change your marketing strategy to improve the performance outcomes. I will provide the specific parameters related to the presentation later in the semester.

Simulation Guidelines & Suggestions

Access

You will receive an email from Interpretive Simulations with the information on how to purchase the access to the simulation. The email will be sent to your email address listed on Canvas. Please ensure that you have access the email address listed on Canvas.

Guidelines & Suggestions

1. The simulation requires participants to analyze data and to think strategically. Therefore, it is quite challenging. Please reserve enough time to complete the simulation decisions and the assignments. The assignments are in place to help you think about your strategy as well as learn about the information and the data that is used to make international marketing strategy decisions.
2. Until February 10th you will have access to practice rounds. It is in your best interest to read the manual, complete the Case assignment, and the Case Quiz before playing the practice rounds.
3. Once the actual simulation rounds start, there will be no replays to simulate reality of decision-making. I recognize that a participant may make a major mistake in decision-making when you are entering your decisions to the system. In order to accommodate such situations, I will consider giving a participant one

replay on a specific round. The replay of a specific round can only happen before inputting decisions for the subsequent round. In other words, you can request a replay for the most recent round you have completed.

In order to request a replay on a specific round, you need to send an email explaining why you need to replay a specific round. I will decide whether your situation is valid to grant you a replay round. In total, a participant will not be granted more two replays. For example, if you replayed Round #3 and Round #6, then you will not be granted any replays for the rounds after Round #6.

4. The weekly deadlines are in place to help you make progress in the simulation. I strongly recommend completing the simulation decisions and the assignments by the listed deadlines. I reserve the right to take off points from participants who systematically do not complete the simulation tasks and/or the assignments.

A participant who does not complete the ten (10) rounds of simulation by April 28th will receive a score of zero (0) for the simulation performance and the simulation presentation components of the grade.

TENTATIVE SCHEDULE

Week	Dates	Assignments
1	Jan 14 – Jan 20	(1) Read the Syllabus (2) Purchase Country Manager Simulation (3) Overview of Country Manager Simulation - Read the Introduction in the Country Manager Manual - Read the “Case” in Section 1 of the Country Manager Manual
2	Jan 21- Jan 27	- Read the Introduction in the Country Manager Manual - Read the “Case” in Section 1 of the Country Manager Manual
2	Jan 27	<i>Case Quiz open until 5 pm on Jan 27th</i> <i>Case Assignment due 5 pm on Jan 27th</i>
3	Jan 28-Feb 3	Read Section 2: Issues in International Marketing Read Section 3: Operations Guide Start working on the Practice Rounds. Practice Rounds open until Feb 10th.
3	Feb 3	<i>Market Attractiveness Assignment due by 5 pm on Feb 3rd</i>
4	Feb 4 – Feb 10	Read Section 2: Issues in International Marketing Read Section 3: Operations Guide
4	Feb 10	<i>Plant Location Assignment due by 5 pm on Feb 10th</i>
4	Feb 10	SIMULATION RESET after 5 pm. NO REPLAYS AFTER THIS POINT.
5	Feb 11- Feb 17	Round #1 due by 5 pm on Feb.17th
5	Feb 17	<i>Market Forecast Assignment due by 5 pm on Feb 17th</i>
6	Feb 18- Feb 24	Round #2 due by 5 pm on Feb.24th
6	Feb 18- Feb 24	<i>Price/Margins Assignment due by 5 pm on Feb 24th</i>
7	Feb 25- Mar 3	Round #3 due by 5 pm on Mar.3rd
7	Mar 3	<i>Regional Marketing Plan Assignment due by 5 pm on Mar 3rd</i>
	Mar 4-Mar 10	SPRING BREAK
8	Mar 11 - Mar 17	Round #4 due by 5 pm on Mar.17th
8	Mar 17	<i>Currency Exchange Assignment due by 5 pm on Mar 17th</i>
9	Mar 18 - Mar 24	Round #5 due by 5 pm on Mar.24th
9	Mar 24	<i>Break-even Analysis Assignment due by 5 pm on Mar 24th</i>
10	Mar 25 - Mar 31	Round #6 due by 5 pm on Mar.31th
10	Mar 31	<i>Distribution Channels Assignment due by 5 pm on Mar 31st</i>
11	Apr 1- Apr 7	Round #7 due by 5 pm on April 7th
11	April 7	<i>Package Design Assignment due by 5 pm on Apr 7th</i>
12	Apr 8 - Apr 14	Round #8 due by 5 pm on April 14th
12	April 14	<i>Product Advertising by 5 pm on Apr 14th</i>
13	Apr 15- Apr 21	Round #9 due by 5 pm on April 21st
14	Apr 22 - Apr 28	Round #10 due by 5 pm on April 28th
15	May 5	<i>Simulation Presentation due by 5 pm on May 5th</i>