

**MKT 426: International Marketing**  
**Spring 2021**  
**(MKT 426-02 on Canvas)**  
**(Version: January 11, 2021)**

Professor	: S. Cem Bahadir, Ph.D.
Co-instructor	: Steven Cramer
Course Time & Location	: Online & Asynchronous (Select live sessions via Zoom on Canvas will be scheduled at 3:30 pm – 4:45 pm ONLY on Tuesdays or Thursdays)
Office	: Room #347, Bryan School of Business and Economics
Office Hours	: By appointment
Telephone	: (336) 334-4472 (Office)
Email	: <a href="mailto:scbahadi@uncg.edu">scbahadi@uncg.edu</a> (preffered method of communication)
Course documents	: <a href="https://canvas.uncg.edu/">https://canvas.uncg.edu/</a>

Catalog Course Description: Practical aspects of marketing across national boundaries. Documentary complexities of international marketing emphasized.

**Required Course Material**

*A Basic Guide to Exporting – 11<sup>th</sup> Edition*

**Other Course Material (NOT Required)**

*Export Odyssey (2018)* Nicholas Williamson and Steven M. Cramer available at:  
<https://he.kendallhunt.com/product/export-odyssey>

**Learning Outcome Goals**

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 related 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 the issues in the adaptation of products for export, focus 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.

### **Evaluation**

Grades are comprised of following components:

<u><b>Component</b></u>	<u><b>Points</b></u>
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**Exam**

Mid-term Exam	25%
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**Project: Export Odyssey**

Milestone #1	10%
Milestone #2	25%
Final Report	30%
Presentation File	10%

### **Grading**

Grades in this course will be assigned as follows:

- A : 96-100%
- A- : 90-95%
- B+ : 88-89%
- B : 83-87%
- B- : 80-82%
- C+ : 78-79%
- C : 73-77%
- C- : 70-72%
- D : 60-69%
- F : Below 60%

Although the course is graded on a curve, grading standards will never exceed those listed. Thus, any student accumulating 90% will always earn an A- grade and so forth. However, the cut-off

for each letter grade may fall below the listed standard depending on the aggregate performance of all the students in the section.

### **Course Format & Responsibilities**

This course is offered online. The learning process will have several components: live class sessions via Zoom on Canvas, and project. The topics covered in lectures, and discussions are not limited by required textbook. It is assumed that students will have completed assigned reading prior to class. This is essential for productive discussion. An outline of topics and reading assignments is provided. However, time allocation to a particular topic can be adjusted during the semester.

I will use Canvas to post pre-recorded course content, the recording of the live class sessions, assignments, make announcements (i.e. grades), and send reminders. It is your responsibility to check Canvas course environment for announcements, assignments, and any other information about the course.

### **Class E-Mail List**

E-mails with important class-related information will be sent via Canvas. Please make sure that your official e-mail address of record with the University is correct so that I can contact you through the Canvas system.

### **Lecture Notes**

- PowerPoint slides are posted on Canvas.
- I will post pre-recorded content related to the lectures and the project tasks. It is your responsibility to view and learn the pre-recorded content.
- When we hold live class sessions, the recordings of the live sessions will be available on Zoom Canvas. It is your responsibility to view the recordings and learn the course content if you do not attend the live class sessions.

### **Attendance**

The course is designated as asynchronous course. Therefore, there is NOT an attendance requirement for the live sessions. However, I strongly recommend attending live sessions related to the Export Odyssey Project so that you can understand the tasks and ask questions about the project work.

## **Virtual Class Policy**

Regardless of the career path you choose, you will be required to follow certain rules in the organizations that you will join. The earlier you get used to following rules in virtual classes, the faster you will adapt to the organization you will join in future. The rules are usually established so that members of the organization operate in certain ways to achieve the objectives of the organization without inhibiting others' capacity to contribute to the achievement of those objectives. The fundamental objective of the class is for students to learn the subject matter in a civil learning environment. Disruptive behavior dramatically hinders the class' learning capacity. Any form of disruptive behavior will not be tolerated in order to maintain a civil environment for learning. Some examples of disruptive behavior are (but not limited to) connecting to class late, forgetting to mute your laptop's microphone etc. In sum, during the virtual live class sessions do not engage in behavior that will inhibit your peers' learning capacity.

## **Communication**

All communications will be sent through the Canvas LMS. Communications being sent to all registered students will address: "Class." In your communications to me, you may address me as Dr.B; Professor B; Dr. Bahadir; Professor Bahadir; Prof. B.

## **EVALUATION**

The objective here is to learn, and your grades are a demonstration of that. I have designed this course to provide you with numerous opportunities to demonstrate what you are learning. Your final grade therefore will be determined by your actual performance on the combination of "ALL" assignments. Personal issues or constraints ARE NOT considered under any circumstance.

**\*\*Note:** All submitted work may be checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit <http://academicintegrity.uncg.edu/>

**\* NOTE:** Individual grade for the project report and final presentation will be reflective of the peer evaluation. I reserve the right to revise and reduce the scores of team members who do not contribute to the group project based on the input of the other members of the team. An individual's non-performance will result in significant decrease from the team grade. A team member who does not contribute to the teamwork at all will receive a score of ZERO (0) for the graded components of the Group Project.

## Exam

### Technology requirements:

- Access to a PC or laptop
- Access to internet
- Webcam that will enable you to take the exam on Respondus Lockdown Browser

**The midterm exam is taken online on CANVAS using Respondus Lockdown Browser.**

Exam consists of multiple choice questions. These questions will cover material from the lectures, and the textbook.

If you do not have a PC or laptop, you can borrow/rent one from the library and from the Technology Service Center in Forney Building, Floor 1, on a first-come, first-served basis. **You cannot take the exams without a computer. There are no paper exams. No other means of completing the exams.**

Tablets typically do not work effectively for taking exams. Be sure your computer can connect Canvas before exam day.

**You will take the exam using the Respondus Lockdown Browser. It is your responsibility to take the Practice test and ensure that your internet bandwidth is sufficient to take the test with proper camera view and recording of you during the exam. I reserve the right to adjust your test score if there is not a clear recording of you during the exam.**

I design exams to include material from textbook, and lectures. Therefore, if you do not read the book and attend class, it will be difficult to pass the class.

NO MAKE UP EXAM WILL BE GIVEN WITHOUT PRIOR NOTIFICATION IN WRITING OF DIRE OR UNAVOIDABLE CIRCUMSTANCES (\*\*being sleep deprived or unprepared is not dire or unavoidable\*\*). A DAY AND TIME WILL BE ARRANGED FOR YOU TO COMPLETE THE EXAM. The specified time may be before or after the exam date. Documentation substantiating your circumstance will be required.

**SPECIAL NOTE: No special arrangements will be made for any student to take exams earlier than the scheduled date, in order to accommodate travel for any holiday. Please plan accordingly.**

## GROUP PROJECT

*Objective.* The goal of the project is to develop an export marketing plan for a real-life firm. Within the scope of the project, the project teams will identify a specific country to export the firm's offerings to and the team will also develop the marketing plan to ensure successful execution of the export strategy.

## Summary of Project Deadlines

1. Team formation : *Friday, January 22<sup>nd</sup>, 2020*
2. List of potential firms : *Friday, January 29<sup>th</sup>, 2020*
3. Identification of the firm : *Friday, February , 2020*
4. Milestone #1 : *Friday, April 3<sup>rd</sup>, 2020*
5. Milestone #2 : *Friday, April 17<sup>th</sup>, 2020*
6. Presentation file : *Tuesday, May 5<sup>th</sup>, 2020*
7. Final Report : *Tuesday, May 5<sup>th</sup>, 2020*

I will create a team page on Canvas for each team. All submissions will be uploaded to the corresponding Assignment link.

### Team Formation

**Due: The list of project team members. You need to email the first and the last names of the team members latest by 11:30 pm on Friday, January 22<sup>nd</sup>, 2021.**

The group project will be done in groups of 5 students. You will be forming your own groups. Form your group, give your group a name that you like, and email the first and the last names of your group members to me as soon as possible. **If you are not a member of a team by Friday, January 22<sup>nd</sup>, I will RANDOMLY assign you to a team.** For this project, you will develop an export marketing plan for a real-life firm. Detailed instructions for the Group Project are posted on Canvas and will also be discussed in detail in class. Once the team is formed, it is your responsibility to get organized for the project.

In order to help you get organized as a team, I will create a group environment on Canvas. As you can see in the subsequent steps of the project, you are expected to upload your work to Canvas.

### List of 15 manufacturer firms that your team potentially could work with

**Due: UPLOAD list in an Excel file on Canvas latest by 12:00 pm on Friday, January 29<sup>th</sup>, 2021.**

You will submit a list of 15 firms that you might work with for the purposes of the project. We will choose 5 firms of that list for you to pursue as potential candidates to work with.

Late submission of the list of potential firms will lead to point reduction in the first project milestone score.

## **Identification of the manufacturer your team will work with**

**Due: Upload the name, location, and the contact information of the contact person at the manufacturer firm in a Word file on Canvas latest by 2:00 pm on Friday, February 21<sup>st</sup>, 2020.**

### **Project Milestones and the Presentation**

Summary of requirements for each milestone and the presentation is provided. Please note that further details specific to each milestone will be posted on Canvas.

#### *Project Milestone #1: Firm's Marketing Strategy and Import Market Selection*

Milestone #1 has three components:

- (i) Firm's current marketing strategy in the U.S.
- (ii) If the currently exporting its products, then explain firm's current marketing strategy
- (iii) Import market selection

#### Firm's Current Marketing Strategy in the U.S.

You will obtain information from your firm about their marketing strategy in the U.S. The goal of this exercise is to understand how the firm competes in the U.S. How the firm differentiates its product from the competition. This step will enable you develop understanding of the firm's product and business model so that you develop a relevant export marketing strategy in the subsequent milestones.

#### Firm's Current Export Marketing Strategy

Your partner firm may be currently exporting its products to foreign countries. You obtain information from your firm about their export marketing strategy. The goal of this exercise is to understand how your firm reaches foreign buyers. This step will enable you develop understanding of the firm's current export marketing strategy so that you develop a relevant export marketing strategy for the new market the firm is planning to serve.

#### Import Market Selection

You will perform the analysis detailed in Chapter 11, "Import Market Selection". This analysis will require you to identify a set of countries (approximately 20) that your firm could target with its products. Using the method described in Chapter 11 of the Export Odyssey textbook, your first goal will be to identify 5 top countries that provide the greatest potential for your firm. Ultimately, your goal is to select one country as the target market for your firm's product.

### *Project Milestone #2: Export Marketing Strategy: Building Blocks*

You will identify your firm's competitors in the target country market, identify the marketing strategies of the competitors. You will also identify the potential customers for your firm's product. In order to provide insights into the business opportunity in the target country market, you will perform a profitability analysis.

You will also submit some of the sections discussed in Chapter 12. I will provide the list of sections you need to submit for Milestone #2.

### *Final Report*

You should consider this milestone as finalizing your project work. You need to complete all the sections described in Chapter 12, "Export Marketing Strategy Statement". You will be revising the sections you submitted for Milestone #2. You will also be identifying specific possible foreign customers, based on the channel of distribution you recommended in your revised export marketing strategy. Please reserve sufficient time to complete this milestone as this milestone will require you to perform new analyses.

### *Presentation File*

You will prepare a Power Point Presentation file with voice over slides recording.

The format requirements of the presentation will be posted on Canvas. You will need to upload your presentation on Canvas.

### **Optional Activity - Closing the Deal**

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 last day of the course (December 3<sup>rd</sup>), then each student who is a member of the team will be awarded 100% of the points for the course.

Please note that a member of a team achieving a sale, or a written agreement with a foreign middleman, WILL NOT RECEIVE the 100% BENEFIT if that student receives negative final team mate evaluations.

### **Peer Evaluation**

It is critical that each group member contributes equally to the effort for group project. All of us have busy schedules juggling personal life, school work, outside work, etc. I take a dim view of "free-riding". A peer evaluation form will be used to assess the contribution of each individual to the group effort after each milestone. I reserve the right to adjust a team member's project score based on the peer evaluations.

My preference is for teams to bring significant team issues after Milestone #1 so that I can intervene early in the semester if need be. The better functioning teams are the ones that overcome personality differences to achieve the collective goal. As you will experience throughout your career, you will have to work with people you do not necessarily enjoy working with. The team's goal should be to find ways to maximize each member's contribution in order to successfully complete the project.

Note that I will also take attendance randomly during the project work days. This will also be a factor in assessing your peer evaluations.

### **Firing Non-Performers**

The team has the right to fire any member who is not carrying his or her share of the work. The decision to fire an individual can occur at anytime, must be unanimous, and the reasons must be documented in writing. The team should submit their request to fire the team member to Dr. Bahadir for approval.

The fired individual will receive credit for the work completed up to the point of being fired, but will receive an F for the remaining portion that is not completed. The fired individual cannot be re-hired. There is no cost (no charge) to the team for firing a team member.

### **Special Accommodations**

Students with disabilities may be eligible for accommodations in this course. Please let me know early in the semester or as soon as you are eligible. You will first need to provide documentation of the disability to the Student Disability Services. Contact the Director of Services for Students with Disabilities <http://ods.dept.uncg.edu/services/>. Confidentiality is guaranteed.

### **Honor Code & Pledge**

Students are expected to know and abide by the UNCG Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with set code. All written work submitted is subject to "plagiarism check." Violations include: using oral or written materials previously prepared by former students in this or other marketing classes. Cheating is dishonorable and the repercussions are severe and final. ([http://bae.uncg.edu/wp-content/uploads/2012/08/faculty\\_student\\_guidelines.pdf](http://bae.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf))

**Keep in mind:**

- **I reserve the right to modify any of the material in the Syllabus and Class Schedule.**
- **Each student is responsible for obtaining all handouts, assignments, and schedule changes.**
- **Important class announcements may be communicated by email or on Canvas. You are responsible for checking both regularly.**

**Tentative Course Outline – Spring 2021**

<b>Date</b>	<b>Day</b>	<b>Topic</b>	<b>Read ABGE Chapter</b>	<b>Read EO Chapter</b>	<b>Assignment Due</b>
<b>Week #1</b>					
1/19	T	<b>Live Session</b> Course Overview Introduction Market entry alternatives to exporting	1, 7	1, 2, 3	
1/21	Th	Developing an Export Strategy Developing a Marketing Plan (STP)	2, 3	1, 2, 3	<b>Watch the recorded on ABGE Chapters 1, 2, 3, and 7.</b>  <b>Due: Email the information of all group members</b>
<b>Week #2</b>					
1/26	T	Exporting products or services Methods of exporting products Online exporting Identifying potential buyers  <b>Export Odyssey Project</b> Characteristics of a potential exporter to work with Presentation of “blueprint” letter to use	8, 9 5, 11, 6	2, 6	<b>Watch the pre-recorded lectures related to ABGE chapters 5, 6, 8, 9, and 11 posted on Canvas.</b>  <b>Due: Submit the list of 15 potential firms latest by Friday, January 29<sup>th</sup>.</b>
<b>Week #3</b>					
2/2	T	Pricing Export Products Financing Export Transactions Methods of Payments International Logistics Issues	12, 13, 14, 15	7	<b>Watch the pre-recorded lectures on ABGE chapters 12, 13, 14, and 15 posted on Canvas.</b>

Date	Day	Topic	Read ABGE Chapter	Read EO Chapter	Assignment Due
<b>Week #4</b>					
2/9	T	Doing business in different cultural environments Selling and after-sales service Rules of Origin for FTAs International legal Issues Export Advice	16, 17, 18, 4, 10		<b>Watch the pre-recorded lectures on Chapters 4, 10, 16, 17, 18 posted on Canvas.</b>
<b>Week #5</b>					
<b>2/16</b>	<b>T</b>	<b>MIDTERM EXAM</b>			
2/18	Th	<b><u>Live Class Session</u></b>  <b>EXPORT ODYSSEY PROJECT Milestone #1 Introduction</b> Familiarization with Trade Map Import Market Selection Project Q&A		4,11	<b>Watch the pre-recorded content on Netshift Analysis.</b>  <b>Identify your product's HS code.</b>
<b>Week #6</b>					
2/23	T	<b><u>Live Class Session</u></b> <b>Milestone #1 Project Tasks Continued</b> Import Market Selection: Project Q&A		4,11	
<b>Week #7</b>					
<b>3/5</b>	<b>F</b>	<b><i>Milestone #1 Report Submission Deadline</i></b>			<b><i>Milestone #1 Report</i></b>
<b>Week #8</b>					
3/9	T	<b><u>Live Class Session</u></b>  <b>Milestone #2 Introduction</b> Analyzing the Macro Environment of the Target Country Market Identifying Customers & Competitors in the Target Country Market		5, 10, 12	<b>Watch recorded content on Milestone #2 tasks.</b>

<b>Date</b>	<b>Day</b>	<b>Topic</b>	<b>Read ABGE Chapter</b>	<b>Read EO Chapter</b>	<b>Assignment Due</b>
<b>Week #8</b>					
3/11	Th	<b><u>Live Class Session</u></b>  <b>Milestone #2 Continued</b> Identifying Customers & Competitors in the Target Country Market Project Q&A		5, 10, 12	<b>Watch recorded content on Milestone #2 tasks.</b>
<b>Week #9</b>					
3/16	T	<b><u>Live Class Session</u></b>  <b>Milestone #2 Continued</b> Export Profitability Projection		12	<b>Watch recorded content on Milestone #2 tasks.</b>
<b>Week #10</b>					
<b>3/26</b>	<b>F</b>	<b>Milestone #2 Report Submission Deadline</b>			<b>Milestone #2 Report Revised Milestone #1 Report if requested.</b>
<b>Week #11</b>					
3/30	T	<b><u>Live Class Session</u></b>  <b>Final Report: Export Marketing Strategy Statement Introduction</b> Export Marketing Strategy 4Ps		6, 7, 8, 9	<b>Watch recorded content on Export Marketing Strategy Statement tasks.</b>
<b>Week #12</b>					
4/6	T	<b><u>Live Class Session</u></b> Project Q&A and Status Check			<b>Make progress on project work.</b>
<b>Week #13</b>					
4/12-4/18		Project teams work on project tasks.			<b>Make progress on project work.</b>

<b>Date</b>	<b>Day</b>	<b>Topic</b>	<b>Read ABGE Chapter</b>	<b>Read EO Chapter</b>	<b>Assignment Due</b>
<b>Week #14</b>					
4/20	T	<b><u>Live Class Session</u></b> Project Q&A			<b>Make progress on project work.</b>
<b>4/30</b>	<b>F</b>	<b>Deadline:</b> <b>(1) Final Report</b>  <b>(2) Project Presentation File in Power Point format</b>			