

GEORGE MASON UNIVERSITY
SCHOOL OF PUBLIC POLICY

SPRING 2005
FUNDAMENTALS OF INTERNATIONAL MARKETING
ITRN 738 - SECTION 001
M: 7:20-10:00 PM

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DRAFT SYLLABUS

SCOPE: This course focuses on issues which American businesses face in the course of their international marketing operations. The course focuses on marketing consumer goods. The syllabus describes the major themes the course covers. International marketing cases will be used to illustrate the themes discussed.

There will be three examinations--including the final. Each of the first two exams will be no more than one hour on length. All exams will consist of T/F and multiple choice questions. All exams will carry equal weight. See p. 2 of the syllabus for details on grading. Class lectures will be conducted on the evenings of the first two exams.

Inasmuch as lectures go beyond the assigned readings, class attendance becomes an important determinant in final grades.

Class lectures will be supplemented by study guides. These will be e-mailed to students on a regular basis to assist them in their review of the material covered in class and in their preparation for the exams. The study guides will be sent to the students' email addresses registered with patriotweb. Thus, it is important that students check their e-mails regularly and have their active e-mail addresses registered with that system. Students are responsible for the contents of the study guides, material covered in class, and assigned readings.

Themes covered in Sections IIX-X of the syllabus will be based on an analysis of key banking, transportation, and government documents used in international trading.

TEXT: In lieu of a textbook, I have compiled a selection of articles, Harvard Business School cases, and individual chapters from several textbooks. A packet of these readings is on sale at the bookstore in Arlington.

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SPP STATEMENT ON ACADEMIC INTEGRITY. Kindly consult the following site: <http://www.gmu.edu/facstaff/handbook/aD.html>).

SPECIAL NEEDS. Any student with special needs should bring this to my attention not later than the second week of class. The student also should contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be arranged through the DRC.

Grading is based on the following numerical score achievements:

99-100: A+
95-98: A
91-94: A-
85-90: B+
80-84: B
75-79: B-
70-74: C+
65-69: C

This syllabus consists of five pages.

(This schedule of lectures may be subject to change)

I. Scope and Challenge of International Marketing

- a] Situation Analysis
- b] Market Selection: Differentiating Between Potential Market and Market Opportunity
- c] Changing Trends in Marketing
- d] Building Up Market Share Without Mass Advertising
Readings: Dolan and Silk; Joachisthaler and Aaker

II. Cross Cultural Relations

- a] The Impact of Cultural Dynamics on Marketing:
Traditional vs. Non-Traditional Cultural Values
- b] Degrees of Required Cultural Adaptation in International Marketing
 - i] General Electric in Europe
 - ii] The Walt Disney Co. in Japan and Europe
 - iii] Toys "R" Us in Japan
 - iv] Starbucks in Japan
 - v] LVMH in America
 - vi] Occidental Petroleum in ChinaReadings: Cateora and Graham, Chapter 4; Spar, Toys "R" Us; Koehn, Starbucks Coffee

III. Researching and Assessing Global Markets

- a] Primary Data
- b] Secondary Data
- c] Estimating Market Demand
Readings: Davis and Young; Wells and Dulat, Chapter 7;
Lascu, Chapter 6

FIRST EXAM

IV. Marketing Consumer Products

- b] Segmenting the Market for Competitive Advantage
- c] Differentiating and Positioning the Product for
Competitive Advantage
Reading: Kumar and Nagpal

V. Developing Market Entry Modes into Global
Markets:

- a] Commercial Agents and Distributors
- b] Licensing: Protecting Intellectual Property Rights
- c] Strategic Alliances and Wholly-Owned Subsidiaries
- d] Multi-Channel Entry Modes: Advantages and Disadvantages
Reading: Keegan and Green, chapter 9; Arnold

VI. The International Legal Environment: Its Impact
on International Marketing

- a] Tariff and Non-Tariff Barriers
- b] The U.S. Export Administration Act, Anti-Boycott Regulations, and Foreign Corrupt Practices Act
Reading: Class lectures only

SECOND EXAM

VII. Strategic Impact of Trade Blocs and International Organizations on International Marketers
(Nov. 16-18)

- a] The European Union: Rules of Origin and Local Content Regulations
- b] The World Trade Organization (WTO): Impact of the WTO's "Social Clauses" on International Marketing
Readings: Bhagwati; Ahearn; Sek

IIX. Understanding International Shipping Terms

(Shipping terms, terms of sale, and international trade terms you need to know to define the respective duties and liabilities of the seller and buyer and avoid costly misunderstandings and disputes)

Reading: Examination of sample documents used in international trading; Czinkota and Ronkainen

IX. Understanding Key Export Documents

(Analysis of key transportation, banking, commercial and government documents used in international transactions)

Reading: Examination of sample documents; Czinkota and Ronkainen

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X. Understanding International Methods of Payment

(Analysis of the advantages and disadvantages of the following methods of payment used in international business: irrevocable vs. revocable letters of credit (L/Cs); confirmed vs. advised L/Cs; straight vs. negotiating L/Cs; sight vs. usance L/Cs; transferable vs. assignment L/Cs; back-to-back L/Cs; documents collection against payment or acceptance.

Reading: Examination of sample documents; Czinkota and Ronkainen

FINAL EXAMINATION