Course Objectives

This course aims at developing the student’s analytical, decision making, and communication skills as related to marketing management of food systems in the world economy. Students will develop knowledge and skills related to: analyzing a foreign market's potential; comparing consumer differences and similarities across markets; decision-making with regard to market entry strategies; and evaluating the effects of economic, social, and legal environments on marketing strategy.

Text

Kamran Kashani and Dominique Turpin. *Marketing Management: An International Perspective, Case Studies*. Palgrave Macmillan (2002). The books are available from Marsha Slopsema for checking out with a minor fee. They are also available from online sources, if you want to keep a copy.

Format

The course uses primarily case studies. Theory, concepts and current events will also be introduced.

Evaluation and Grading

*In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor’s control.*

The evaluation and grading policy will be based on in-class participation, assignments, a mid-term examination, and a final project. The % grade conversion to letter grade is a guaranteed reference, and the final grades may be curved by the instructor, only in the favor of students.

The weights assigned to each criterion are:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>A</th>
<th>93-100%</th>
<th>C+</th>
<th>75-80%</th>
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</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
<td>A</td>
<td>93-100%</td>
<td>C+</td>
<td>75-80%</td>
</tr>
<tr>
<td>Assignments</td>
<td>20%</td>
<td>A-</td>
<td>90-93%</td>
<td>C</td>
<td>70-75%</td>
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Assignments: Mostly Case Write-Ups

We have weekly assignments. Most of the time, they are case write-ups, based on a case you read during the week. Everyone will turn in an original economic analysis before the start of class. You may write an “objective analysis” (akin to a consultants' report), or you may write a business memorandum to the manager making the decision. In either case, you must recommend a plan of action. Do not lose sight of the fact that all strategic plans involve costs to the company.

Maximum length of these write-ups is two pages of double-spaced text and an optional third page for new, supplementary information about a case in the form of tables and graphs. They must focus on the target buyers, key problem(s) (preferably focusing on one of the “four Ps”), and potential solutions. Assume that the company managers already know the facts. Do not repeat the facts given in the case assigned, except to cite those facts that support your position. In some cases, data in the case study can be reorganized and presented to support your position (e.g., a calculation of market shares, trends in market shares, financial performance ratios, etc.).

Participation

Class participation will be based on your contributions to the discussion of each case. Preparation of cases is essential as each student will be picked to open class discussion by describing the case's key issues at least once during the semester (number of discussions depends upon the size of the class).

Two discussions are usually contributed to each case. The first one is open-ended and free-wheeling. The opening of a case is not a play-by-play recount of the facts in the case, but an assessment of the key marketing issues, a ranking of problems, and practical solutions. After a couple of students open the discussion (drawing on their write-ups, of course), I will invite others to agree or disagree with him or her. It is normal for no consensus to emerge by the end of the first class, if ever. The second day of discussion is a more structured presentation, guided by the instructor. It may begin with a lecture on a strategic marketing topic, or even some quantitative analysis. Hopefully, a more agreeable solution can be derived with everyone’s inputs.

Individual contribution to the case discussion is not based on the volume of discussion but pertinence, insight, and foundation of the response. Complete silence during discussions is to be avoided. On the other hand, to encourage everyone to participate, please refrain from injecting the majority of the
comments about a single case. Attendance is a factor in evaluating your participation.

One case “competition” is held in the middle of the semester. Teams will be formed at the beginning of the semester. All teams will be given the same case a week before the competition. A written report shall be turned in, and a ten minute oral presentations will be given during class in front of judges.

To cope with the pandemic mitigation strategies, please do NOT come to class if you have related symptoms. However, you need to inform the instructor (or her secretary) at your first available chance through email or phone. A make-up method shall be worked out afterwards with the instructor.

Mid-term Examination

The mid-term exam will be a case analysis. You will be given the case on the class before the exam date. You are to read the case, take notes on your analyses, and come to the exam prepared to answer questions. The midterm is open notes. The exam will consist of questions related to the case. You will not be allowed to directly turn in prepared answers, spreadsheet, printouts or any other notes prepared before the exam. But, you may use your notes and other information to formulate your answers.

Projects

In lieu of a final exam, each student will participate in a group research project. I will assign each of you to a group based on information in your completed questionnaire. The written plan is due on the last day of classes.

The project will be a marketing plan for selling a new product or service of your choice in a foreign market of your choice. (The geographic market must be foreign to everyone in your group). The project will consist of two major parts, the cultural and economic analysis of a particular country and the marketing plan for that country.

A comprehensive outline of potential information will be distributed. This outline should be used as a guide. Students are encouraged to begin their work early and to consult with the professor throughout the semester with regard to the focus, content, and depth of their research.

Each group will present a 15-minute overview of their project to the class for feedback and suggestions. This will occur on October 27. Final projects will be presented in 20-25 minutes slots during December 3th to December 10th.
Important Marketing and International Business Resources

International Business Resources on the WWW:
- Michigan State CIBER: http://ciber.bus.msu.edu/busres.htm
- Latin American Database: http://ladb.unm.edu/
- China Database: http://chinadatapartners.org/newcdc/
- World Trade Organization: http://www.wto.org/
- Organization of American States: http://www.oas.org/
- Environmental Export Council: http://www.eec.org/
- NAFTA: http://www.sice.oas.org/trade/nafta/naftatce.asp
- CNN: http://www.cnn.com
- CNNSI: http://www.cnnsi.com

Purdue Centers for International Business Education and Research:
http://www.mgmt.purdue.edu/centers/ciber/index.html

Currency Conversion:
http://www.xe.com

Radio Stations around the World:
http://www.live-radio.net/worldwide.shtml

[Note: Don’t forget the highly knowledgeable Reference Librarians in Krannert. If you find some valuable sources, please let the instructor know]