



Korea University International Summer Campus (KU ISC) 2022

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June 28, 2022 ~ August 4, 2022

ISC306 – International Marketing

I . Instructor

Professor	:	Woody G. Kim, Ph.D.
E-mail	:	woogon@yahoo.com
Home Institution	:	Florida State University
Class Meeting	:	Monday to Thursday P2 10:30 a.m.-12:10 p.m.
Office	:	Room 315
Office Hours	:	9:00a.m.-10:10 a.m., Monday to Thursday

II. Textbook

Required Textbook	:	Global Marketing (7th ed.) by Keegan, Warren, and Green, Prentice Hall, ISBN: 0-13-271915-0
Recommended Additional Readings	:	The Economist and Business Week

III. Course Description and Objectives

Course Description

As an advanced level marketing class, this course builds on the fundamentals of marketing. The primary objective of this course is to expose students to the global issues involved in creating marketing strategies that generate value for the global customer. This course will explore the complex and constantly evolving realities of international marketing by introducing a brief review of the macro level environments (i.e., culture, geography, economics, legal systems, and governments) faced in international markets and then by addressing in depth the elements of the international marketing strategy pertaining to issues such as pricing, channels of distribution, consumer and business markets, advertising, sales, and exporting.

Course Objectives

By the end of the term you will:

- Recognize the cultural, historical, political, economic, legal, ethical, and institutional features that influence the international marketing strategies of multinational firms.
- Learn various concepts and theories pertaining to international marketing.
- Analyze and evaluate global marketing situations.
- Identify international marketing opportunities through international marketing research, market segmentation, and positioning strategies.

- Be able to select appropriate foreign market entry modes that enhance customer value by evaluating and examining the pros and cons of each mode of a given internal and external marketing environment.
- Develop the skills to effectively deliver customer value to local consumers by adopting and implementing culture specific marketing strategies.

IV. Grading

Attendance and Class Participation	:	100 points (16%)
Exam 1	:	150 points (23%)
Exam 2	:	150 points (23%)
Exam 3	:	150 points (23%)
Written Case	:	90 points (30 points each: 3x30) (14%)
Total	:	640 points (100%)

Your course average is computed by dividing your total points earned (from exams, written case reports, oral case presentation and attendance/class participation) by the total points available. Your letter grade is determined based on the course average score and in accordance with the following Korea University Grading Scale:

- A+ = 95-100%;
- A = 90-94.99%;
- B+ = 85-89.99%;
- B = 80-84.99%;
- C+ = 75-79.99%;
- C = 70-74.99%;
- D+ = 65-69.99%;
- D = 60-64.99%;
- F = 0-59.99%

V. Tentative Course Schedule

Date	Topics	Assignments/Cases
June 28 (Tue)	Orientation Day	
June 29 (Wed)	Course Introduction	
June 30 (Thu)	Ch 1. Introduction to Global Marketing	Case 1: McDonald's Expands Globally Due
July 1 (Fri)	Ch 4. Social & Cultural Environments	Case 2: Disney Learns to "Act Local" Due
July 4 (Mon)	Ch 4. Social & Cultural Environments	Case 3: Gambling Goes Global on the Internet
July 5 (Tue)	Ch 5. The Political, Legal, and Regulatory Environments	Case 4: IKEA Due
July 6 (Wed)	Ch 16. Strategic Elements of Competitive Advantage	
July 7 (Thu)	Ch 6. Global Information Systems and Market Research	Case 5: Market Research Transforms Coach Due
July 11 (Mon)	Orientation Ceremony (No Class)	
July 12 (Tue)	Ch 7. Segmentation, Targeting, and Positioning	Case 6: Cosmetics Giants Segment Global Market Due

July 13 (Wed)	Ch 17. Leadership, Organization, and Corporate Social Responsibility/ Exam 1 Review	Case 7: Unilver Due
July 14 (Thu)	Exam 1	
July 18 (Mon)	Ch 9. Global Market Entry Strategies	Case 8: Starbuck's Global Expansion Due
July 19 (Tue)	Ch 9. Global Market Entry Strategies	
July 20 (Wed)	Ch 10. Brand and Product Decisions in Global Marketing	Case 9: Suzlon Energy Due
July 21 (Thu)	Ch 10. Brand and Product Decisions in Global Marketing	Case 10: The Smart Car Due
July 25 (Mon)	Ch 11. Pricing Decisions/ Exam 2 Review	Case 11: LVMH and Luxury Goods Marketing Due
July 26 (Tue)	Exam 2	
July 27 (Wed)	Ch 12. Global Marketing Channels and Physical Distribution	Case 12: Carrefour Expands Abroad Due
July 28 (Thu)	Ch 13. Global Marketing Communications Decisions I: Advertising and Public Relations	Case 13: The BP Oil Spill Due
Aug 1 (Mon)	Ch 13. Global Marketing Communications Decisions I: Advertising and Public Relations/ Ch 14. Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication/Exam 3 Review	Case 14: Scotch Whisky in China Due Case 15: Red Bull Due
Aug 2 (Tue)	Exam 3	
Aug 3 (Wed)	Grade Consultation	
Aug 4 (Thu)	Commencement	

Course Content

This course consists of lectures, in-class discussions, cases, and textbook readings. Lectures and in-class discussions are the primary teaching method of the course and are designed to introduce and clarify the topics pertaining to international marketing and to help students develop strategic decision-making skills for effective international marketing. Case studies will provide additional opportunities to connect class topics/materials to the real world. Finally, the textbook will be a good source for comprehensive knowledge on international marketing.

Written Case Assignments

I have carefully chosen cases to highlight different aspects of international marketing theories and implications for global marketing strategies. You are required to prepare all cases for class discussion. With case analyses, you can select 3 out of the 15 cases we will discuss in this course. You will only have 3 written case assignments; I will not provide extra credit for doing extra assignments.

Attendance and Class Participation

Students are expected to attend class regularly and to arrive promptly. I will check class attendance randomly, and it will be reflected in your attendance score. Missing classes will certainly have a negative impact on your exam scores. You will lose 7 points for each absence. Korea University's academic regulations state that a class attendance rate of at least 70% is required for a student to earn a passing grade. You are expected to participate in various class discussions and respond to any

questions or issues raised in class to earn your class participation points. Attendance and class participation will count for 16% of your final grade, or 100 points, and your participation points will depend on the frequency and quality of your participation. I also measure class participation based on the following criteria: paying attention during lectures; respectful listening when I or your peers are speaking; your ability to fully engage in your learning without texting, checking your phone or email, or participating in other digital distractions; your ability to stay awake, etc. If you are unable to meet the above criteria, I will take away participation points throughout the semester. You must introduce yourself to the class in a Discussion Board posting during the first day of the semester (by 11:59 p.m.). Your introduction will give you 30 points towards your participation grade. Click on the link "Discussion Board - First Day Introduction," and then click on "Create Thread." Include any of the following information you feel comfortable sharing:

- Education history
- Current work and/or work history
- Why you chose to enroll in KU summer campus
- Hobbies
- Family
- Anything else you'd like to share about yourself

Examinations

There will be three exams, and they will consist of multiple-choice questions. Each exam will have a total of 50 questions. All exams will be non-cumulative and closed book/notes. Test materials for exams will come from the textbook, lectures, discussions, video clips, case presentations, and other topics discussed in class. Test dates are listed on the tentative course schedule at the end of this syllabus.

Respondus LockDown Browser will proctor your exams this semester. LockDown is an online proctoring program that allows you to take your exam from the comfort of your home. LockDown is available 24/7, and all that is needed is a computer, a working webcam/microphone, your ID, and a stable internet connection. **It's very important to check your system compatibility and Internet connection speed in advance as described in the guide.**

When you are ready to complete your assessment, log into Blackboard, go to your course, and click on your exam. Respondus Monitor starts with a sequence of instructions and verification checks. You will take a picture of yourself, show your ID, and complete a scan of your room. LockDown will be recording your exam session through your webcam, microphone, and recording your screen. LockDown also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

This is a CLOSED note exam. Using your e-book or textbook is NOT ALLOWED. You may use two sheets of scratch paper. You must use "calculator" button on the top right of your testing page. You must remain in front of your computer for the duration of the exam. NO BATHROOM BREAKS. Cell phones, tablets, laptops, smart watches, and any other electronic devices are NOT PERMITTED. Failing to follow these instructions could result in a violation.