INTERNATIONAL MARKETING MANAGEMENT
MBA 683.45

WEEKEND FORMAT

FALL 2003
ORANGE COUNTY CENTER
SYLLABUS

Professor: Dr. Bruce Buskirk
International Marketing Management

Professor: Dr. Bruce Buskirk

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Weekend Dates: August 29-30; September 26-27; October 10-11,
October 24-25; November 14-15, 2003

Overview of Courses

This course will include the analyses of environments, issues, and strategies relevant to the international marketing of goods and services; exploration of buyer behavior, international marketing research, and international marketing information from a managerial perspective; and analysis of product, pricing, international marketing communication, and distribution decisions in international marketing planning and international marketing program implementation. Emphasis will be on practical applications of marketing concepts to case problems and our life's experiences. Cases will be used extensively throughout the course to allow students to develop skill in applying the principles discussed in class, and in the text.

Marketing is both a science and an art. This course will attempt to teach both science and art simultaneously. Your text, for the most part, will represent the science of marketing. The cases will attempt to integrate that “science” into an applied discipline.

Course Description

This course explores the balancing of market-driven and technology-driven approaches, researching appropriate markets and estimating sales potential, and anticipating changes in consumer expectations and behavior. All students develop a marketing plan for technology-based production giving special consideration to the design, testing, and modification of flexible implementation programs in order to anticipate and successfully overcome competitive responses. Emphasis is placed on exploiting technology’s contributions throughout the value chain in product design, pricing, promotion, and distribution.
Course Objectives:

1. to gain a working understanding of the scope and importance of international marketing in the public, private and non-profit sectors of our increasingly global society.
2. to appreciate the importance of building businesses through building relationships with customers.
3. develop, through case analysis, an approach for defining international marketing problems, and a practical methodology for making international marketing decisions.
4. to become familiar with contemporary international marketing terminology
5. to develop a working knowledge of the “international marketing mix”, the functional areas of international marketing, and how the two interact.
6. develop an understanding that international marketing decisions often impact the lives of numerous people, and as such always have moral and ethical dimensions which must be an integral part of the international marketing decisions process.

Text:

There will be no traditional text.
Subscribe, or buy from the newsstand weekly editions of The Economist, I’ve arranged a student rate:
Fax, The Economist, Attention Team #1, Student rate –[ 1-303-604-7526 ]
Choose 51 weeks for $77, or 26 weeks for $39
State your name, address, zip, phone and a copy of your student Id
State “Please Bill Me”, and sign your name
Do this TODAY, so you don’t end up buying off the newsstand waiting for your subscription to start. Any problems call subs. Support at  1-800-456-6086

Also;

• The Silk Road to International Marketing,  by Tim Ambler, Chris Styles Publisher: Financial Times Prentice Hall; 1st edition (March 8, 2000)

• ISBN: 0273642030

I found it on Amazon for $5.75 used.
And:

Grading:

Grading will be based upon your performance on the term project, and two written cases.

Project - The Development of an International Marketing Plan
This will be a comprehensive international marketing plan developed by each student group…
groups to be student generated by the third week of class, throughout the semester, with a
written, and oral presentation of the work prior to the final. The purpose of this project is to give
you the opportunity to gain experience in applying marketing concepts in an actual business
setting.

| Written Cases     | 200 |
| Group Casework/Participation | 100 |
| Term Project/presentation | 200 |
| Total             | 500 points |

Letter grades will be based upon the following percentages of the 600 points possible:

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<th>Percentage Range</th>
<th>Letter Grade</th>
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<td>94% - 100%</td>
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<tr>
<td>90% - 93%</td>
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<td>59% &amp; below</td>
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Read the first five articles in the Maloan/Graham reader for the first night of class, as well as all
international sections of the Economist for previous three weeks. Bring all course materials.