Faculty of Commerce and Economics
School of Marketing

MARK3071
INTERNATIONAL and GLOBAL MARKETING

COURSE OUTLINE
SESSION 1, 2006
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1. COURSE STAFF

   Course coordinator:  Dr. Gary Gregory
   Office:    John Goodsell Bldg Room 314
   Consultation times:  Wednesday 11am-12noon; 4-5 pm (or by appointment)
   Telephone:   9385-3389
   Email:    g.gregory@unsw.edu.au

1.1 Communication with Staff

   If you need to meet with me outside my consultations hours, call and make an
   appointment. Alternatively feel free to email me and I will attempt to get back to you
   within 24-48 hours. Additionally, you can post general course enquires relating to any
   aspect of coursework on the discussion board of the WebCT site for this course. Again,
   I will attempt to address all enquiries within 24-48 hours.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

   Lecture: Wednesday 1:00 – 2:30 pm
   Venue: CLB 5

2.2 Units of Credit

   This course is worth 6 credits.

2.3 Relationship of this course to other course offerings

   For most businesses, understanding the process involved in assessing the
   international marketplace for opportunities to expand operations abroad is a major key
   to success. The concept of international marketing is broad in meaning and can be
   related to all areas of business management where firms must consider expansion
   strategies, as well as possible threats from overseas competitors. International and
   global marketing involves assessing the economic, cultural, political and legal
   environments of the various markets around the world. In this course we examine
   various marketing management concepts and models covered in other marketing
   courses and consider the complexities of manufacturing and marketing in various
   regions around the world. Specifically, we will incorporate techniques from other
   courses to analyse foreign marketplaces relative to: the competitive situation, structure
   and laws governing trade; market potential, demand analysis and potential target
   markets; planning and development of products and services; distribution structure,
   channel dynamics, and service levels; appropriate and effective pricing strategies and
   factors influencing/restricting price controls; and, necessary product/service support,
   costs of providing support and mechanisms to ensure customer satisfaction. Examining
   the international and global marketplace for a broad array of marketing opportunities
   and decisions further complements the wider array of subjects taught in the BCom,
   marketing specialisation, and the BCom in general.
2.4 Approach to learning and teaching

Effective marketers are required to not only master the key tools and techniques of the discipline, but also be able to demonstrate strong analytical, creative, team-work and communication skills. The learning experience offered by this course therefore includes group projects, case studies, class discussions, presentations and business writing. This will be achieved by engaging students in classroom discussion, as well guiding students through the international marketing research process by collecting, analysing and interpreting information for their final project – an international market entry plan. Students will begin by formulating a plan of action for a firm entering into a foreign marketplace. Next, they will work with a firm and will proceed to collect and analyse data to address specific entry objectives. Teaching staff will provide training in how to gather secondary data and students will conduct research throughout the session to develop a comprehensive course of action. Finally, students will be advised on writing up their research results in a managerially-relevant context, culminating in the completion of a formal international market entry plan.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course will present various concepts and tools for analysing international marketing strategies, and evaluating the global marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace. The student may also be expected to utilise analytical techniques (financial analysis using spreadsheets, graphics packages, and quantitative analysis) appropriate for completing their final project.

Further the more general aim is:

- Provide an understanding of the scope and function of international marketing theory and practice.
- Increase knowledge and skills to help in developing international market entry strategies.
- Develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.

Students should emerge from this course as knowledgeable business managers, capable of formulating marketing objectives, collecting and analysing data, and completing international marketing research projects. Hopefully, students will learn a great about international and global marketing and will be able to apply their knowledge in their personal, disciplinary, and professional endeavors. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.
3.2 Student Learning Outcomes

On completion of the course students should be able to:

- Identify and analyse opportunities within international marketing environments;
- Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment;
- Select, research and enter a new international market;
- Prepare an international marketing plan;
- Develop a comprehensive course of action for a business firm using formal decision making processes;
- Complete final written project using skills acquired throughout the course; and,
- Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team.

3.3 Teaching Strategies

This course will be conducted on a discussion and lecture basis, with the occasional guest speaker from industry. Importantly it will draw upon the experience of both students and lecturer, via classroom discussion, to provide relevance via real world examples of concepts and models. Another important element is the discussion within the framework of assigned readings and up-to-date case studies both in Australia and around the world. Students will have an opportunity to develop analytical skills and improve their research skills in their major project, an international market entry plan. This research report will allow students to draw on their acquired research and analytical skills, to see how the various marketing concepts and theories can be applied when developing a comprehensive course of action for a firm entering a foreign market. It is your responsibility to study the reading assignments prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course. The lectures will primarily summarise and synthesise the key points in the chapters and readings and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to provide real world examples and managerial implications of theories, concepts and models.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing’s website: http://www2.marketing.unsw.edu.au/nps/servlet/portservice?GI_ID=System_LoggedOutInheritableArea&maxWnd=Current_Policies

4.1 Attendance

Your regular and punctual attendance at lectures and tutorials is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes (both lectures and tutorials) they may be refused final assessment. Please see attendance requirements for tutorials in ‘Formal Requirements’ Section 5.1.
4.2 General Conduct and Behaviour

Students are expected to conduct themselves with consideration and respect for the needs of their fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

5. Learning Assessment

5.1 Formal Requirements

In order to pass this course, you must:

- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50;
- gain at least 50% of the allocated marks in the course quizzes; and,
- Attend at least 80% of the scheduled tutorials.

5.2 Assessment Details

Course Assessment:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Tutorial Participation/Assignments</td>
<td>10%</td>
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<tr>
<td>Country/Product Brief</td>
<td>20%</td>
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<tr>
<td>Group project – final report (market entry plan)</td>
<td>40%</td>
</tr>
<tr>
<td>Course Quizzes (2 @ 15% each)</td>
<td>30%</td>
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<td></td>
<td>100%</td>
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Tutorial Participation/Assignments

Tutorials will be used mainly to work through assigned discussion questions and case studies (as per the tutorial schedule). Each week students will be expected to have to read the assigned questions and prepare written answers as a basis for discussion prior to attending the tutorial. During the tutorial, students may be called upon to answer questions, lead discussion and debate case related issues. The tutor reserves the right to collect written responses to assignment questions, so students MUST prepare written responses for EACH assignment.

These tutorials are an opportunity to explore the course material in greater depth than lectures allow, and apply this material to real business situations. The assignments and cases are a critical part of the course learning and mandates full attendance and participation, as both are used in determining assessment of tutorial marks. It is a course requirement that all students attend a minimum of 80% of the tutorials (i.e. 8 tutorials) to pass this component of the course.

Group Time

The formal tutorial will run for approximately 1 hour, leaving the remaining 30 minutes for projects groups to meet and work on the major group assignment. This time has been allocated in response to past student concerns about the availability of meeting
time. The tutorial room is booked for the full 1.5 hours, so you are being provided with time and space – *make sure to take advantage of this group time!*

**Country/Product Brief**

As one of your first assignments as Marketing Manager of International Operations, your CEO has asked you to develop a product entry strategy in a particular country. Your job is to research the market entry opportunities and to develop a ‘Country/Product Brief’ highlighting the opportunities that exist for market entry, and specific product entry strategies your firm should pursue. The objective of developing a country/product brief is to briefly discuss the opportunities that exist for entry into this market for specific products and services that your firm offers (either actual products/services (real companies) or hypothetical ones). Nevertheless, students will need to conduct research on product/services they plan on entering the market, as well as research the most current issues that their company may face in entering a specific country.

The brief should be a *maximum of 6 pages* (typed, single spaced), and for example, may include brief introduction/information on their firm, information on aspects of the macro and micro environment, channels of distribution, customer segments/profiles, market entry opportunities/barriers (exporting, FDI, etc.), government/economic regulations encouraging or prohibiting business activity, competitive threats, etc. All information within the brief should be managerially oriented and directly applicable to the *specific product/service entry decision you are recommending to your CEO/Managing Director*. Students are highly discouraged from simply downloading country profile data from Encarta or other online or CD Rom sources. All information presented should be applied specifically to the product entry strategy, and should be referenced appropriately (including proper referencing of websites). *Countries will be assigned to individual students in week 2 (March 8th)* and the country/product brief is *due April 5th* and will be submitted to the tutor at the beginning of the tutorial class on this date.

**Group Project**

The group project involves the development of an international marketing plan for an actual company. In general, the international marketing plan will involve the development of a strategic plan for a ‘real’ company that is considering (a) entering a new country, or (b) considering the entry of a new product/service to an existing international market, or (c) both. Many firms, when going global, need to gather information pertaining to the environment, competition, infrastructure, and product/market specific marketing strategies when entering a country. More specifically, the international marketing plan will need to be comprised of sections on *Cultural Analysis, Economic Analysis, Market Audit and Competitive Market Analysis,* and *Preliminary Marketing Plan* (See pages 591-600 in textbook for details on each section). Student groups are expected to develop a detailed market entry plan that will involve making decisions on issues such as:

- local partners;
- mode of entry;
- positioning;
the 4 P’s (product, place, promotion and price), including the extent of standardisation vs. adaptation with respect to domestic or other international marketing plans already in place; and

- managing, measuring and controlling the international marketing effort.

Students are expected to form project groups (3-4 students per group only) and to identify a company within the first three (3) weeks of class. The company may be large or small, local or international, have existing products/services or considering new products/services. Students will be expected to meet regularly with companies outside of class in developing their marketing plan. Students are expected to utilise numerous data sources in compiling their project, such as government (country) and non-government sources (UN, Worldbank, IMF, etc.), internal company records, consulting, legal and advertising firms, country-specific internet sites, trade statistics, embassy resources, etc. See the WebCT site for some relevant web links. By the fourth week of class (March 22th) groups are expected to submit a project proposal that includes: overview of the company partner, product/services involved, country in which company is considering entering, sources of information expecting to be used, and allocation of tasks among group members. This proposal should be no more than three (3) pages in length. While this proposal is not assigned project assessment marks, the lecturer uses this proposal to determine the feasibility in the student group project, and reserves the right to ask student groups to revise their proposal and/or clarify certain aspects of the proposal prior to commencing in data collection.

The final report should not exceed 20 A4 pages (single space, 12 font), excluding appendices, tables, figures, references. The emphasis is not on bulk writing but clearly expressed and supported arguments, as well as creative ideas. Bullet points, diagrams and graphs are encouraged. Make sure the report is a coherent argument from start to finish. You should not leave the reader to make inferences from what you have written. This means that the argument and data you use to support your points should be made explicit. As well, you must include detailed supplementary material in appendices to support the analysis presented in your entry plan. Students are expected to acknowledge the source of ideas and expressions used in all academic work. Failure to do so may constitute plagiarism and academic misconduct.

**Group Work**

Past experience has shown that effective groups are those that are able to:

- meet regularly;
- develop and follow a work plan;
- divide the work according to each member’s strengths, and as evenly as possible;
- encourage open communication, participation and the sharing of ideas; and
- have fun!

Students are expected to work in groups throughout the semester, and to divide work amongst group members equally. When groups meet for project work during the semester, it is suggested that a diary be kept by one of the group members, highlighting meeting times, attendance, issues discussed, and delegation of work to group members. If student groups are having problems with one or more group members not meeting group obligations, they should first try and work out differences amongst the group, and if unsuccessful, set up a meeting with the lecturer as soon as
possible. It is not a good idea to wait until problems escalate, so please come and see
the lecturer immediately if problems exist. At the end of the project, group members will
be asked to complete a peer evaluation of each group member (See WebCT site to
download peer evaluation form). Ideally, each member of the group will be allocated
the grades earned by the group as a whole. However, if there are consistently poor
evaluations of group member(s), marks for poorly performing students may be adjusted
accordingly. It is therefore in your interest to make your group work effectively to
ensure that it delivers high quality output. Working in groups is always challenging, but
this is how marketing happens in reality. Students also tend to learn a great deal from
fellow group members as the course progresses.

Course Quizzes

There will be two (2) in-class quizzes that will be administered during the course. Each
will be a 1.5 hour, closed book assessment, and will draw on work covered in lectures,
discussions, textbook material and course readings. The structure of each quiz will be
a combination of multiple choice, essay and short answer questions. Course quiz 1 will
cover the first seven weeks of material (chapters 1-7, plus lecture notes, readings,
etc.), and will be conducted on April 26th. Course quiz 2 will cover the remaining six
weeks of material (chapters 8, 12, 15, 16, & 18, plus lecture notes, readings, etc.), and
will be conducted on June 7th. Students must obtain a minimum of 50% on each quiz
to pass the course.

5.3 Assignment Submission Procedure

Assignments are to be handed in to the lecturer in charge in class on the due date.
Alternatively, where indicated, assignments can be handed in to the tutor in charge of
the tutorial on the due date.

5.4 Late Submission

Information about late submission of assignments, including penalties, is available on
the School of Marketing’s website
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedO
utInheritableArea&maxWnd= Current_Policies

5.5 Special Consideration and Supplementary examinations

Details relating to procedures for special consideration and supplementary exams can
be found at:
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedO
utInheritableArea&maxWnd= Current_SpecialConsideration

NOTE: You only have 3 days from the due date of the assessment/exam in which to
lodge a special consideration form.
6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

• direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
• paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
• piecing together sections of the work of others into a new whole;
• presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
• claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:
• correct referencing practices;
• paraphrasing, summarising, essay writing, and time management;
• appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.
7. STUDENT RESOURCES

7.1 Course Resources

(A) Text (Required):

The text that is *required* for this course is available from the University Bookshop:


*MARK3071 Course Reading Packet. UNSW Library Open Reserve Section*

Textbook website: [http://www.mhhe.com/cateora05](http://www.mhhe.com/cateora05)

(B) Sources for additional reading:

Numerous international marketing books are available in the library. Each provides an overview of the issues in international and global marketing.


Newspapers/Magazines

Sydney Morning Herald (Bus. Sec.)
Australian Financial Review
The Australian (Mark. Sec.)
B&T Magazine
Marketing Management
Advertising News
Business Review Weekly (BRW)
Advertising Age

Academic Journals

Journal of International Marketing
Harvard Business Review
Journal of International Business Studies
Journal of Global Marketing
Journal of Advertising
International Journal of Advertising
International Marketing Review
Business Horizons
Management International Review
Journal of Int’l Consumer Marketing
Journal of International Management
Columbia Journal of World Business
Sloan Management Review

(C) WebCT site:

This course will have a WebCT site. You can access this at: http://webct.edtec.unsw.edu.au/webct/public/home.pl

If you have not used WebCT before, you should go to: www.webctsupport.unsw.edu.au and follow instructions on how to register etc.

WebCT is a critical resource for the course and will be used as follows:
- All lecture notes, in the form of PowerPoint files, will be posted under the ‘Lectures’ icon 24 hours before the actual lecture (no hard copies of the notes will be distributed at lectures).
- Any course materials (e.g., web links, project guides, peer evaluations forms, etc.) will be posted under appropriate icons.
- Any course announcements will be made on the ‘Bulletin Board’. Please check this regularly.
- The Bulletin Board can also be used by students to communicate with other class members (note that the authors of all messages will identified), as well as with the lecturer outside of office hours.
- Links to useful web sites will also be posted on the course Home Page.

Note that the Bulletin Board is not to be relied upon as a means of communicating with the lecturer/tutor regarding personal matters or issues relating to a student in particular (email should be used), but rather for general enquiries dealing with course materials, assessments, etc.

(D) Education Development Unit (EDU):

Additional learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:
- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
• A drop-in resource centre containing books and audio visual material that can be borrowed;
• A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:
EDU Web: http://education.fce.unsw.edu.au
EDU Location: Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

7.2 Other Resources, Support and Information
The University and the Faculty provide a wide range of support services for students, including:
• Learning and study support;
• Counselling support;
• Library training and support services;
• Disability support services;

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
• Examination procedures and advice concerning illness or misadventure;
• Supplementary Examinations;
• Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [note School web pages where this information is presented]

8. CONTINUAL COURSE IMPROVEMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process (http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.
## 9. COURSE SCHEDULE

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<th>Week No</th>
<th>Lecture Date</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>1</td>
<td>01 Mar</td>
<td>Introduction to Course/Scope and Challenge of Int'l Mkting</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>08 Mar</td>
<td>Dynamic Environment of International Trade</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>15 Mar</td>
<td>History and Geography: The foundation for cultural understanding</td>
<td>Chapter 3; Reading (student's choice)</td>
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<tr>
<td>4</td>
<td>22 Mar</td>
<td>Cultural Dynamics in Assessing Global Markets</td>
<td>Chapter 4; Reading 1</td>
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<td></td>
<td><strong>Group Project Proposals Due</strong></td>
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<tr>
<td>5</td>
<td>29 Mar</td>
<td>Culture, Management Style, Business Systems and Negotiation Styles</td>
<td>Chapter 5 and 19; Reading 2</td>
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<tr>
<td>6</td>
<td>05 Apr</td>
<td>The Political Environment: A Critical Concern</td>
<td>Chapter 6</td>
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<td><strong>Country/Product Brief Due</strong></td>
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<td>7</td>
<td>12 Apr</td>
<td>International Legal Environment: Playing by the Rules</td>
<td>Chapter 7</td>
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<td><strong>EASTER RECESS – WEEK (APRIL 14-23)</strong></td>
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<td>8</td>
<td>26 Apr</td>
<td><strong>Course Quiz 1 (ch. 1-7)</strong></td>
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<td>9</td>
<td>03 May</td>
<td>Developing a Global Vision through Marketing Research</td>
<td>Chapter 8; Reading 3</td>
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<td>10</td>
<td>10 May</td>
<td>Market Entry Modes</td>
<td>Chapter 15 (lecture notes); Reading 4</td>
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<td>11</td>
<td>17 May</td>
<td>Product Adaptation/Product and Brand Management</td>
<td>Chapter 12; Reading 5</td>
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<tr>
<td>12</td>
<td>24 May</td>
<td>Integrated Marketing Communications and International Advertising</td>
<td>Chapter 16; Reading 6</td>
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<td>13</td>
<td>31 May</td>
<td>Pricing for International Markets</td>
<td>Chapter 18</td>
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<td><strong>Group Projects Due</strong></td>
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<tr>
<td>14</td>
<td>07 Jun</td>
<td><strong>Course Quiz 2 (ch. 8, 12, 15, 16, &amp; 18)</strong></td>
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<td></td>
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<td><strong>STUDY RECESS</strong></td>
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