INSTRUCTOR: Dr. Rene Dentiste Mueller
CONTACT: muellerr@cofc.edu;

Note: This is an overseas travel study course and uses a blended format. Classes will be held face to face Monday – Friday mornings May 22-June 3 and, on these dates, afternoons are devoted to excursions and/or group projects. All classes will be held on the American College of Greece campus (https://www.acg.edu/about-acg/). All quizzes and assignments must be completed by June 3.

COURSE DESCRIPTION: Marketing on an International scale with stress upon the viewpoint of the marketing manager who must recognize and cope with differences in legal, economic, spatial and cultural elements in different nations. Emphasis is placed on marketing techniques and methods of expanding participation in foreign markets.

COURSE OBJECTIVES: At the completion of this course students will have:
1) a raised consciousness of the importance of viewing international marketing management strategies from a global perspective.
2) learned fundamental principles and theories of international marketing
3) developed professional skills needed for identifying and analyzing important cultural and environmental uniqueness of any nation or global region.

DISABILITIES: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me prior to departure for Greece.

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code (found in the Student Handbook). Failure to do so will result in the assignment of an “F” in this course. Pay particular attention to plagiarism guidelines. To combat plagiarism, all written work will be submitted to turnitin.com.

LAPTOP REQUIREMENT: As of the start of fall semester 2020, the College implemented a laptop requirement policy for all students, which means that all students must have regular access to a laptop. The laptop must meet the minimum requirements to run the basic software requirements:

- Microsoft Windows 10 or Mac OS x 10.15 or higher
- Must have a web camera and microphone (newer models have them built-in).
- Google Chromebooks may not work for connecting remotely and may not be sufficient in many academic programs, therefore are not recommended.

Need a laptop? Students who do not already have a laptop can apply for additional financial aid so that they can purchase one. If a student does not qualify for additional financial aid but cannot afford to purchase a laptop the student can request to borrow a laptop (please see the Technology Loan web page for more information).

SEMINAL ARTICLES: I have provided two seminal international articles that are used by most universities to introduce the international marketing course. The first article, Globalization of Markets (10 pages), argues that marketers can gain a competitive advantage by standardizing the product and marketing mix. The second article, Distance Still Matters (9 pages), argues that the marketing
environment is different in each country and, therefore, standardizing is difficult. These articles form the basis for examining marketing from the international perspective. These articles are on OAKS.

**READINGS**- these are supplementary readings and will help you have a better understanding of the material. The material is testable.

**READINGS (Available on Oaks; others TBA)**
- *The Globalization of Markets*
- *Distance Still Matters*
- Barriers to Trade
- Why Europe and Greece are Locked in a Food Fight
- *Economy Profile Doing Business in Greece*
- *Defining a Name’s Origin: The Case of Feta*
- Captious Cues
- Not Exactly Counterfeit
- *Gray Markets*

**Attendance**  Class lectures will be May 30–May 16 from 8 am – 1 pm. In addition, there will be afternoon excursions (cultural and business). A portion of the program will extend until June 3. Students are expected to complete the entire course by June 3.

**GRADING POLICY**

<table>
<thead>
<tr>
<th>Course</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Globalization and Distance Still Matters Readings Quiz</td>
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<td>Global Trade Assignment</td>
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<td>Captious Cues Feta Cheese Assignment</td>
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<tr>
<td>Global Brand Database Assignment</td>
<td>50</td>
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<td>Greek Business Environment Paper</td>
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<td>Participation</td>
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<td>Quizzes</td>
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**OFFICE HOURS:** Dr Mueller will be available before class, afternoons, and evenings.

Please do NOT fall behind in this course as a lot of material is covered. While the material is not difficult, it does require time and commitment. You are expected to study on your own after the classes and before you venture into Athens on your own.

**Attendance and Participation**  Class attendance is mandatory as is participation in site visits (excursions). Students are expected to complete the entire course by June 3. A key component of this course is the application of international marketing theory to the Greek market. It is important that you participate fully in the excursions.

**ADDITIONAL REQUIREMENTS:**
- be prepared to participate from 8:00 a.m. to 5:00 pm Monday-Friday
- be able to live in a dorm, shared occupancy
- be willing to take supervision and direction from group leaders whether they are professors, American College of Greece personnel or their designated assignees
- engage 100 percent with your cohort, project members, and excursion leaders
- present yourselves in a professional manner at all times. This includes proper dress when visiting sites
- be respectful of different cultures and norms
- serve effectively as good will ambassadors of the College of Charleston and the United States

The Center for International Education will address all students about the behavior and disciplinary rules before the trip departs. In addition the following expectations will apply to this specific trip.

1: Any action i.e.: fighting, criminal actions will result in the student departing the program immediately at their expense and will result in an honor board investigation. A grade F will be given.
2: Drunkenness is not acceptable. Any student who cannot participate due to drunkenness or results of said behavior (hangover) will be given a written warning that will be part of their permanent college record. Any student ‘counseled’ by the American College of Greece for drunken behavior, found drinking while on an excursion or found hungover in class or on an excursion will face a 30 percent deduction in the final grade.

3: Punctuality is a necessity in order to keep on schedule. Students arriving late to class will receive a 5 percent deduction from participation for each 5 minutes he/she is late. Students will also be required to meet the bus or van 10 minutes before departure. The bus will leave on time. If you are not there, we will leave you and you will be required to take a taxi, at your own expense, to the excursion. If you fail to meet at an the excursion, your participation grade will be reduced by 30 percent

4: A 2 am curfew will be enforced Monday-Thursday to make sure that students are able to meet the 8:00 a.m. class meeting.

**GRADES:****

- A ...........93-100%
- A-..........90-92
- B+...........87-89%
- B...........84-86%
- B-..........80-83
- C+...........77-79%
- C...........74-76%
- C-..........70-73
- D+...........67-70
- D...........64-66%
- D-..........60-63
- F........less than 60%

**LECTURE QUIZZES**

I have developed a number of Powerpoint Presentations (available on OAKS). The PPTs have Youtube videos embedded into the presentations. Most of the videos are 4 minutes or less and each presentation has approximately 20 minutes worth of videos. The videos do a good job of providing supplementary material on topics of particular importance to International Marketing. A list of PPTs is available on OAKS in the CONTENT section.

**Each PPT lecture has an accompanying quiz.** I strongly encourage all students to take notes on the videos as some of the quiz questions ask for specific information. The vast majority of students do very well on the quizzes but, in order to do well, you must watch the videos and review the PPT lectures. Based on past experience, there is plenty of time to consider the question and answers but not enough time to view the videos while taking the quiz.

**NOTE:** You will need to DOWNLOAD the PPT presentation to view the videos. At the top of the screen, there will be a Security Warning. Click on Enable Content to view videos (see below).

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<tr>
<th>Day</th>
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<tr>
<td>Monday</td>
<td><strong>Globalization vs Distance</strong></td>
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<td><strong>Barriers to Trade</strong></td>
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<td><strong>Consumer Attitudes to Foreign and Domestic Products</strong></td>
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<td>Tuesday</td>
<td><strong>Cultural Differences</strong></td>
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<td><strong>Trade Agreements</strong></td>
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<td><strong>Political Systems</strong></td>
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Assignment One. Trade and Globalization Assignment. T Levitt’s article, the Globalization of Markets proposes some revolutionary ideas for the time (1983). Your first assignment is to look at recent figures on globalization and trade to see whether Professor Levitt’s ideas are defensible. To assist you, I have asked you to answer specific questions (and provided you with the questions). This requires some simple data analysis. Once you complete the assignment, please take the accompanying multiple choice quiz (the questions are the same). The assignment and details can be found in OAKS.

Assignment Two GLOBAL BRAND DATABASE SEARCH. Look up 2 Greek brands you have seen. Use the WIPO Global Brand Database [http://www.wipo.int/branddb/en/](http://www.wipo.int/branddb/en/) to answer the following questions. (I have provided an example and how to find the information in the CONTENTS of OAKS).

- **Date of application**
- **Product Classification**
- **Name and city of**
- **Similar trademarks already registered** - Summarize the similarity of name and image, number of similar marks, and location. Provide 3 images that are closely related
- **Current status of the trademark**

Note: I will follow-up by checking the WIPO database.

Assignment Three CAPTIOUS CUES FETA CHEESE ASSIGNMENT. In the content section of OAKS, you will find an article summarizing the use of Captious Cues. You will then be required to create a label and advertisement for Toula’s Feta Cheese using captious cues.

ANALYSIS OF THE GREEK BUSINESS ENVIRONMENT
The international business environment refers to the surrounding in which international companies run their businesses. It is multidimensional and involves all of the things that we will discuss in class. To more fully understand the international business environment concept and Greece in particular, each student will analyze the Greek Business Environment. Specific guidelines, sources of information, and a grading rubric will be available in OAKS. The project must be completed by June 3.