Note: This is an overseas travel study course and uses a blended format. Classes will be held face to face Monday – Friday mornings May 16-May 20 and, on these dates, afternoons are devoted to excursions and/or group projects. 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.

NOTE: THIS IS A DISTANCE LEARNING COURSE.

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.

COURSE PREREQUISITES: junior standing and ECON 201 and 202

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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 to 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 advantages 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
- Doing Business in Greece
- Bribery
- Not Exactly Counterfeit
- Gray Markets
- Five Incoterms Commonly Used in Export Transportation
- The Pros of Counter Trade

Lectures (PPT slides available on OAKS)
- Globalization vs localization
- Marketing Environment (PEST, PESTL, CAGE)
- Population Trends
- Emerging Markets and the Bottom of the Pyramid
- Products and Product Standards
  - Branding, Country of Origin, and Captious Cues
  - Intellectual Property Rights and Counterfeits
- Pricing Principles and INCOterms
- Trends in Distribution Overview
- Integrated Marketing Communications- Overview

Attendance  Class lectures will be 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
- Global Trade Assignment 50
- China Plus One assignment 50
- Global Brand Database Assignment 50
- Greek Export Plan 300
- Participation 300
- Quizzes 250
- TOTAL 1000

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
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).

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). 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 CHINA PLUS ONE - Given the political risk of operating in China, many companies are seeking to set up Asian operations in one additional market (this is known as the China Plus One strategy). Students are required to look up information on the cost of labor and political risk in China and other Asian countries and then pick out 3 countries the student believes a US company should consider (from an investment point of view). I have provided details and links in OAKS. In addition to providing data, you should write a short paragraph about why you picked the three countries you listed

Assignment Three GLOBAL BRAND DATABASE SEARCH. You are required to list your hometown and then think of three local brands. Use the WIPO Global Brand Database 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.

Export Plan
Students will be assigned to a group and will work on a product that they wish to export to Greece. I will provide specific guidelines and sources of information as well as a grading rubric. The export plan must be competed by June 3.