

University of Indianapolis
MBA640: International Marketing
Semester I, 2008-2009

FACULTY INFORMATION

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EVALUATION

Exams (40%)

The first exam is worth 10% of your grade and the final exam is worth 30% your final grade. The exams are an essential opportunity for each student to demonstrate his or her ability to apply the concepts learned throughout the semester. This is not a group exercise.

Group Projects (60%)

Projects ensure practical application and are an essential component of learning in this course. It is required that all students participate in the presentation and discussion of each project. Each student will evaluate their group members and the evaluation will have a significant impact on the individual grades.

Possible Project Ideas

Project 1:

1. How has a company adapted their product offering? Why?
2. How has a company adapted their services? Why?
3. What are the top brands? Why?
4. How do warranties vary across the world?
5. Select a particular industry and explain where their products would be available in certain countries. Explain why.
6. Select a country and discuss its international brand management strategy.
7. Compare and contrast consumption patterns for various countries. Explain why?

Project 2:

1. How do tariffs and/or custom duties impact pricing?
2. How do subsidies impact pricing?
3. How does technology impact pricing?
4. How do custom duties impact pricing?

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5. Should one use freight forward? Why?
6. How does technology impact the value chain?
7. Vending machines trends around the world?
8. What are the top retail stores in BRIC countries?
9. What are the top hypermarkets?
10. What are the top specialty stores?
11. Explain how RFID had impacted the value chain.

Project 3:

1. What issues impact the promotion to children around the world?
2. Compare and contrast print ads from around the world and provide an explanation of the difference and similarities.
3. What commercials are banned around the world? Why?
4. Explain legal issues impacting sales promotions around the world.
5. Explain how sales force around the world is compensated. Why?
6. Explain how sales force around the world is trained. Why?
7. Compare and contrast costs of various promotional tools. Explain why?
8. Compare and contrast the various mediums and their penetration for adverting to your customer around the world.
9. Explain how culture impacts promotion.
10. Pros and cons of PR. Best and Worst Practices?
11. How do SIG's impact promotion?
12. Interview an expat who worked in sales.

GRADING SCALE

Grade	Percentage
A	100-90
B	89-80
C	79-70
D	69-60
F	Below 60

Please note that plus and minus are given at the discretion of the instructor.

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SCHEDULE

Week	Topic(s)	Chapters
1	Introduction Module 1: What is International Marketing?	1 2
2	LABOR DAY-NO CLASS	
3	Module 2: The Cultural Environment of Global Markets	3 4 5 6 7
4	Module 3: Assessing Global Market Opportunities	8 9 10
5	Exam Review and Exam	
6	Module 4: Developing Marketing Strategies	11 12 13
7	Project 1: Product/Service Project	
8	No Class-Fall Break	
9	Presentations: Project 1: Product/Service Project	
10	Module 4: Developing Marketing Strategies	14 15 18
11	Project 2: Pricing/Distribution Project	
12	Presentations: Project 2: Pricing/Distribution Project	

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13	Module 4	16 17
14	Project 3: Promotion Project	
15	Presentations: Project 3: Promotion Project	
16	Final Exam	

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Group Name:

First and Last Names:

PROJECT EVALUATION FORM					
	SA 10	A 8	N 6	D 4	SD 2
Well organized (introduction, body, conclusion, and transitions)					
Summarized readings in your own words					
Provided references and provided citation within the presentation					
Explained how it relates to the course material					
Followed the guidelines					
	SA 50	A 40	N 30	D 20	SD 10
Demonstrated a mastery of the material in the presentation					
TOTAL = 100 points					

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