

UNIVERSITY OF SASKATCHEWAN

EDWARDS SCHOOL OF BUSINESS

COURSE OUTLINE

MBA 873-01

International Markets & Business Systems

Friday, May 8, 2009 6:30 pm – 9:20 pm
Saturday, May 9, 2009 8:30 am – 4:20 pm
Sunday, May 10, 2009 9:00 am – 11:50 am

Friday, May 15, 2009 6:30 pm – 9:20 pm
Saturday, May 16, 2009 8:30 am – 4:20 pm
Sunday, May 17, 2009 9:00 am – 11:50 am

Professor: Larry Goodfellow
Lecture Theatre ESB 12
Break out rooms ESB 49, 50 and 51
Office: ESB 176
Phone: 966-7285
E-mail: goodfellow@edwards.usask.ca

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Dept Secretary: Madeleine George, Commerce Rm. 171, phone: 966-8449

REQUIRED TEXT

The field of international marketing is in constant change due to political and financial events happening throughout the world. There will not be a required text for this class. A copy of assigned reading will be available prior to the start of the first class.

A copy of cases to be discussed in class will also be provided to you.

INTRODUCTION

Extending from the Introduction to International Business, this course examines international marketing from a managerial perspective. Combining a mix of theory and hands on application, you will enter the executive's world of conducting business in foreign markets.

The decisions that a manager makes relating to business include: assessing export readiness, establishing a Canadian presence for a foreign investor, import purchases for own use, marketing imports within the Canadian market, exporting Canadian products and services, investing in a foreign market, strategic alliances both in Canada and abroad and related investments. Each of these decisions requires judgment of international environmental analysis, trade policy, comparative advantage, monetary policy, exchange rates, tariff, and non-tariff barriers balanced against the competencies of the firm.

In this course, students will apply knowledge from other courses to the creation of an Export Marketing Plan for a product or service. The Export Marketing Framework will include: assessment of the firm's readiness to export, environmental analysis, export market assessment, export techniques, product development plan, marketing strategy and programs, pricing, and risk management (including financing and payment) leading to a Go/No Go decision. The same framework will also be cross-applied to foreign investment in the target country.

COURSE OBJECTIVES

This course is an advanced MBA class with the following objectives:

1. To provide an increased understanding of the current global trade environment
2. To provide an overview of Canada's trade policy as reflected in various bilateral and multilateral trade agreements
3. To provide an overview of Canada's changing trade patterns as a result of the North American Free Trade Agreement, bilateral trade agreements, exchange rates and WTO Rounds
4. To provide an increased understanding of the exporting process, from selecting a market to developing and implementing an export marketing strategy
5. To provide students with a framework for assessing international opportunities
6. To identify opportunities within pre-selected sectors and assess possible target markets
7. To identify the issues and factors involved with a company considering international expansion
8. To understand foreign channel alternatives
9. To develop an entry strategy for the target market
10. To understand the considerations related to cross-cultural negotiations
11. To provide students with the theory and practise of Risk Management related to international marketing
12. Use of cases to identify real life decision making processes
13. To provide students with an overview of services offered by various Canadian federal government departments to enhance trade.

METHODOLOGY

This class is intended to be a highly inter-active class. In order for students to have the opportunity to maximize their learning's and be able to contribute in the class, a number of assigned readings will be provided prior to the start of the first weekend. These readings are intended to provide background and context to the discussions and case analysis.

Participation

This is an advanced MBA class and as a result expectations are high.

Class participation will be assigned a high proportion of total marks (20%) due to the interactive nature of the topics and issues.

You are expected to attend every class, arriving on time so that we may begin promptly. You are expected to be fully prepared for each class.

Students will be expected to have read the readings and cases in advance of the class. The discussion on the case will comprise a portion of the participation marks.

The marks for participation will be based on:

1. Individual participation. It is important to complete the assigned readings and come to class prepared to discuss.
2. Team collaboration. The classes have been designed to encourage a collaborative learning process in class. Group discussions and team recommendations are a key aspect of learning in this class.
3. Quality and not simply quantity of input will be taken into account on the scoring process.

Participation marks will be posted on a daily basis during the program. Each student will be asked to do a self assessment on their participation contribution at the end of each day. A sheet will be passed out and reviewed during the first class.

At the end of the course, each student will be asked to rank order all other students in terms of the value of their participation, ignoring themselves and submit this in confidence to the instructor. These will be compiled and used to test the instructor participation scores and self assessments.

Conduct

The approach that I will be using is that of a collaborative, team oriented management structure. This implies mutual respect and consideration. I will have my cell phone off and I expect others to do so as well. I will refrain from answering text on my PDA until break time and I expect others to do so as well. If you wish to watch the hockey game, answer emails, this can be done during the breaks.

Examinations

The mid-term exam is worth 25% and will be composed of a case analysis provided to you during

the first weekend and which you will hand in on Friday May 15th.

The final examination is worth 30%. The final exam will be conducted on Sunday morning May 17th, 2009. All the material covered in class including readings, class discussions, guest speakers and cases will be eligible for examination.

Project/Presentation

Each team will work on an Export Marketing Plan for which there will be time to complete during the class. Each team will present their Export Marketing Plan in class on the Saturday afternoon, May 16th, 2009. This will be the culmination of the work done during the previous classes. The Export Marketing Plan and the presentation are worth 25%. Each team will submit a Power Point deck of their work prior to presentation. No written report will be required.

The assignment's main objective is to have you learn how to strategically assess the opportunities and threats for international trade opportunities or investment opportunities. This will be done by working on pre-selected Canadian sectors and identifying target overseas regions, target countries and product opportunities and outlining your marketing strategy for that region, target countries and products.

Groups will be created at the start of the first class, and each group will pick a different sector to review. It is recommended that each group appoint a Project Manager and that tasks be assigned to various members in order to make optimum use of the time available.

Academic Dishonesty

Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at:

http://www.usask.ca/university_council/reports/09-27-99.shtml

AGENDA

Friday Evening, May 8, 2009

Opening and Welcome

Introductions

Seminar Agenda, Procedures, and Objectives

Lecture - "Benefits of Exporting"

Lecture - "Trade Barriers"

Lecture - "Canada's Current Exporting Environment"

Lecture – The Decision to Internationalize

Group Work – Defining Export Ready

Case Analysis and Discussion

Relevant Readings:

Wild – Chapter 8 – Regional Economic Integration

Cateora – Chapter 5 – The Economic and Technological Environments

Wild – Chapter 5 – International Trade

Saturday, May 9, 2009

Assessing Which Global Markets to Enter

Lecture – Assessing the Environment/PEST

Lecture: Matching Industry Opportunities with Market Potential

Group Work

Export Marketing Strategies

Lecture - “Strategies for Market Entry – Developing the Entry Strategy”

Group Work

Relevant Readings

Cavusgil – Chapter 12 – Global Market Opportunity Assessment

Wild – Chapter 13 – Selecting & Managing Entry Modes

Daniels – Chapter 11 – The Strategy of International Business

Lecture – “Managing the Financial Risks Related to Entering a New Market

Group Work

Relevant Readings

Daniels, Radebaugh & Sullivan – Chapter 14 – Direct Investment and Collaborative Strategies

Griffin and Pustay – Chapter 18 – International Financial Management

Sunday, May 10, 2009

Lecture - “Designing the Global Marketing Mix”

Group Work

- Product Strategies

- Managing Foreign Channel Relationships
- Pricing
- Promotion
- Logistics
- Selling & Negotiating in International Markets

Relevant Readings

Wild – Chapter 11, International Strategy and Organization

Friday, May 15, 2009

Submission of the case assignment

Lecture - The Trade Deal:

“Negotiating the Deal”

“Terms of the Deal”

“Financing the Deal”

Lecture - Organization & Control of the Global Marketing Program

Group Work

Relevant Readings

Daniels, Radebaugh and Sullivan – Chapter 15 – The Organization of International Business

Saturday, May 16, 2009

Lecture – “External Assistance Providers”

Presentation by each group on Their Marketing Plan

Review of Case

Review for Exam

Course Evaluation

Sunday, May 17, 2009

Final Exam