

**LINFIELD COLLEGE**  
**INTERNATIONAL MARKETING**

**INSTRUCTOR: Sally L. Andrews**      **PHONE:** work: 541-917-4256  
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**REQUIRED TEXTS: International Marketing Author: Cateora/Graham**

**COURSE DESCRIPTION:** International marketing for multinational enterprise; economic, political, and cultural environments; international marketing research, product adaptation, pricing strategies, communications and distribution channels; international logistics, promotion, organization and control; marketing services and countertrade.

**PREREQUISITE:** Prerequisites: BUS 321; MAT 130, 150. 3 credits. (DG)

**COURSE OBJECTIVES:** As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course will focus on the strategic implications of marketing in different country markets. Through this course students will begin to understand the complexities of marketing in foreign markets.

**INSTRUCTOR BIOGRAPHY:** Please see website

**METHODS OF EVALUATION**

**Course grade** The final course grade will be determined by the following:

Grading:

(Individual papers)	Points	%
Cultural Analysis	100	
Economic Analysis	100	
Market Audit and Competitive Market Analysis	100	
Preliminary Marketing Plan	100	
Final decision	<u>50</u>	
<b>Total</b>	<b>450</b>	<b>64%</b>
Discussion questions 6 questions @ 10points	60	8%
Group Case work: Presentation	100	
Analysis	<u>100</u>	
<b>Total</b>	<b>200</b>	<b>28%</b>
<b>Total</b>	<b>710</b>	<b>100%</b>

**Class participation-discussion questions:** I have found that it is extremely valuable for students to interact with different thought processes on the materials. During the term students will present 6 different questions or comments on the discussion dates. No more than one question per week,

please. I expect that students then will log into the discussion board and comment on the questions. I am not assigning points for comments on questions but if I find that students are not discussing the questions then I will assign grading to them!! Make life easier for all of us and just treat this class like e-mail! Log in ask questions, give information, and learn from the discussions as if it was a classroom setting!

**Research paper:** Individually, students will research and present a country marketing plan. This marketing plan can follow the guidelines presented in the country notebook found at the end of the text and on the student CD.

Student can pick a country of their choice. A word of caution-choose a country that information can be found on fairly easily.

In addition, students should choose one of the following 3 products to use as their export product: 1) Frozen meals (these can be main meals, or side dishes) 2. Coffee or drinks such as tea---think Starbucks! 3) personal computers-not for work or the office but for the home.

Please clear your chosen country and product with me for I want to ensure that your country will have sufficient data out there to do this project.

You will be submitting your reports in different sections throughout the term.

**Please see additional information on the website under learning modules.**

**Case Work:** During the first week students will form groups to present various cases from the text. Groups will be graded by their colleagues who will be assigned to review the posted cases. Dates and additional information for these postings will be posted in the learning modules section of the course.

**Grading scale:**

<90%=A; 80-89%=B;70-79%=C;60-69%=D; <60%=F

## COURSE POLICIES

**Late work:** Due to the nature of the course and the time limits of the term, late papers will not be accepted. Students know what information is required and the dates that papers are due. This allows students to submit papers early if they are going to be out of town on the submission date.

**Incompletes** A grade of Incomplete (I) is given only in emergency situations. The student must request an Incomplete in writing and must obtain my permission. All uncompleted work must be completed within the time limits I set. If you simply don't turn in the final assignments or the final exam, your course grade will be calculated with the missed portion counting for 0 points.

**Academic honesty** Cheating and plagiarism will not be tolerated. Any student found to be engaging in either of these activities at any point in the course will receive a failing grade for the assignment and/or entire course and may be subject to further college sanctions.

**Rules of Discussion** The classroom should be a safe haven within which individuals can discuss the widest possible range of topics without fearing retribution, ridicule, or attack. In order for this to happen, we must assume that we are all persons of intelligence and good will who may ultimately disagree, sometimes to a profound degree, with one another but whose characters are not impugned or intelligence disparaged because of this disagreement. The classroom is not a forum for proselytizing, nor it is a soapbox for diatribes by either students or faculty. For the academic endeavor to succeed, we must treat each other with civility, courtesy, and respect. All perspectives and questions are welcome, as long as they are impelled by a genuine desire for knowledge, can be articulated thoughtfully, and supported by sound reasoning.

**Difficulties: Please notify me immediately should you experience difficulties in participation in the class.**

**Students with disabilities** Students with documented disabilities who may need accommodations, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible, no later than the first week of the term.

## **CLASS OUTLINE AND ASSIGNMENTS**

This is subject to change.

The course outline must be as detailed as possible. Readings and assignments should be listed on a per class meeting basis with the exam dates and paper/project deadlines listed.

### **I. THE ORIGINS: HINDUISM, KARMA, REINCARNATION**

Th 9/5 Introduction, the rules of engagement, meditation basics

Tu 9/10 **Read:** *Sitting* in its entirety

Hindu websites:

<http://www.vedanta.org/wiv/oneness.html> sections on Oneness, Maya, Karma, Reincarnation

<http://www.himalayanacademy.com/books/pamphlets/KarmaReincarnation.html>

Th 9/12 **Read:** *The Buddhist Handbook* pp 3-16, 37-41  
*Teachings of the Compassionate Buddha* 52-54  
**Written assignment:**  
**Turn in:**

### **II. THE PROBLEM, ITS SOLUTION, AND SPIRITUAL PROGRESS**

Tu 9/17 The Buddha  
**Read:** *Handbook* pp.17-33  
*Teachings* pp 87-96  
<http://www.tbsn.org/ebooks/life/earlylif.htm>  
through "After Renunciation"  
**Class question:**

Th 9/19 The Four Noble Truths (First & Second)  
**Read:** *Handbook* pp 42-61  
*Teachings* pp 27-73  
*Engaged* pp 3-13  
<http://www.tbsn.org/ebooks/life/earlylif.htm>  
First converts, Benares sermon  
<http://www.rinpoche.com/fornob.html>  
**Turn in:**

Tu 9/24 Dependent Origination  
**Read:** *Handbook* pp., 61-72  
*Teachings* pp. 170-172

*Engaged* 57-69

<http://www.wimsey.com/~glenz/12link.html> "12 Link Chain"

Th 9/26 The Noble Truths con't (Third and Fourth)  
Read: *Engaged Buddhism* pp127-132  
**Class question:**  
**Turn in:**  
**\*\*\*\*\*Paper topic and preliminary bibliography due\*\*\*\*\***

Tu 10/1 Nirvana  
Read: *Teachings* 11-12, 111-118, 161-166, 172-175

### **III Living a Life of Spiritual Growth – the Sangha, the Laity, and Social Action**

Th 10/3 The Sangha  
Read: *Teachings* pp 100, 122  
*Engaged Buddhism* pp 181-219

Tu 10/8 The Laity  
Read: *Teachings* pp 108, 237  
*Engaged Buddhism* pp 14-17, 91-97

Turn in

**\*\*\*\*\*Paper Outline Due Tuesday October 8\*\*\*\*\***

Th 10/10 Buddhist Social Action  
Read: *Engaged Buddhism* pp 57-90, 99-110

