

GEORGE MASON UNIVERSITY  
SCHOOL OF PUBLIC POLICY

FUNDAMENTALS OF INTERNATIONAL MARKETING  
ITRN 738  
SPRING 04 - MONDAY: 7:20 PM-10:00 PM

S. C. Bensimon, Ph.D.  
(301) 765-0585 - O  
bensim@erols.com

SCOPE: The purpose of this course is to provide students who want to pursue a career in international marketing with an understanding of the basic concepts of the international marketing process and the international environment within which companies operate.

It is designed to give students a good understanding of how marketers evaluate, develop, and implement marketing strategies in the international market place in order to meet their customers' needs while achieving their own profit objectives.

The course focuses on marketing consumer goods [business-to-consumer marketing]. It is structured for students who expect to undertake international marketing assignments, work for multinational companies, or expect to help small firms expand internationally.

The syllabus describes the themes the course covers.

There will be two examinations, a mid-term and a final. The exams will consist of T/F, multiple choice, and short essay questions. Each examination will count 50% towards the final grade. Inasmuch as lectures go beyond the assigned readings, class attendance becomes an important determinant in final grades.

Study aids will be e-mailed to students on a regular basis to assist them in their review of course material and preparation for the mid-term and final examinations. Thus, it is important that students check their e-mails regularly and have their active e-mail address registered with the university.

This syllabus consists of five pages.

TEXT: Global Marketing - Foreign Entry, Local Marketing, & Global Management, by Johny K. Johansson, McGraw-Hill. Latest edition. 2003.

(DRAFT: This schedule may be subject to change)

I. Scope and Challenge of International Marketing

- a] Situation Analysis
- b] Changing Trends in Marketing: From Mass Marketing to Micromarketing and Mass Customizing
- c] Differences in Marketing Strategies: Global vs. Multinational Companies
- d] Building Up Market Share Without Mass Advertising
- e] The Importance of Small Companies in International Business

II. Cross Cultural Relations

- a] The Impact of Cultural Dynamics on Marketing: Traditional vs. Non-Traditional Cultural Values
- b] Degrees of Required Cultural Adaptation in International Marketing
  - i] General Electric in Europe
  - ii] The Walt Disney Co. in Japan and Europe
  - iii] Toys "R" Us in Japan
  - iv] LVMH in America
  - v] Occidental Petroleum in China

III. Researching and Assessing Global Markets

- a] Secondary Data
- b] Primary Data
- c] Estimating Market Demand

IV. Marketing Consumer Products

- a] Segmenting the Market
- b] Differentiating and Positioning the Product
- c] Market Entry Strategies into World Markets: The Influence of Military Strategists on International Marketers

V. Developing Market Entry Modes into Global Markets:  
Single vs. Muti-Channel Entry Modes

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- a] Commercial Agents and Distributors
- b] Licensing
- c] Strategic Alliances and Wholly-Owned Subsidiaries
- d] Multi-Channel Entry Modes
- e] E-Commerce

MID-TERM EXAMINATION

VI. The Integrated Communications Plan (ICP)

- a] One-Way Media Advertising
- b] Two-Way Media Advertising
- c] Sales Promotion Programs
  - i] Consumer-Oriented Programs
  - ii] Trade-Oriented Programs
  - iii] Events Marketing Sponsorships
  - iv] Publicity and Public Relations
- d] Direct Marketing
  - i] With Time Lag Response
  - ii] With no Time Lag Response

VII. The International Legal Environment: Its Impact on International Marketing

- a] Tariff and Non-Tariff Barriers
- b] Protecting Intellectual Property Rights
- c] The U.S. Export Administration Act, Anti-Boycott Regulations, and Foreign Corrupt Practices Act

IIX. Strategic Impact of Trade Blocs on International Marketers

- a] The European Union
- b] ASEAN, NAFTA, APEC, MERCOSUR

IX. Pricing: Selling Profitably

- a] Pricing Objectives and Methods
- b] Price Discounts and Allowances
- c] Legal Issues in Pricing

X. Components of an Export Quotation

(Shipping terms, terms of sale, and international trade terms you need to know to define the respective duties and liabilities of the seller and buyer and avoid costly misunderstandings and disputes).

XI. Export Documentation

(Critical analysis of transportation, banking, commercial and government documents used in international transactions).

XII. Methods of Payment

(Critical examination of the advantages and disadvantages of the following methods of payment used in international business: Cash in Advance, Letters of Credit, Document Collection Against Payment or Acceptance, Open Account, Minimum Guarantee, Consignment. Letters of Credit [L/Cs] will include irrevocable vs. revocable L/Cs, confirmed vs. advised, straight vs. negociating, sight vs. usance).

FINAL EXAMINATION