

BUS2 133A-1 (Code 20243): MW 10:30-11-45, Room BBC 022
BUS2 133A-2 (Code 22224): MW noon-1:15, Room BBC 022
International Marketing
Spring 2010

Instructor: Dr. Sak Onkvisit, Professor of Marketing
Office: BT 758
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Office Hours: MW 10:00-10:25 and 2:45-4:45; also by appointment
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Text: Sak Onkvisit and John J. Shaw, *International Marketing: Analysis and Strategy*, 5th ed., New York/London: Routledge, 2009. (**Note:** Avoid the hard-cover version which is much more expensive than the paperback version.)

Course Description: Problems international business people must deal with and the ways they may be resolved and analyzed via case studies. Institutions, principles, and methods; effects of national differences on business practices; exporting and importing; and organization for international marketing.

Prerequisite: Bus 130 (Introduction to Marketing)

Course Objective: The purpose of this course is to:

1. Raise the student's consciousness of the importance of international marketing and the impact upon the United States and the world.
2. Introduce the student to basic concepts and issues of international trade.
3. Extend the basic marketing concepts and techniques into the framework of the world marketplace.
4. Develop understanding and appreciation of different cultures and their influence.
5. Explain the need for theoretical conceptualization as well as empirical studies.

Important Dates:

Feb. 5 (F) last day to drop without an entry on student's permanent record
Feb. 12 (F) last day to add courses and also instructor drop deadline
Feb. 15 (M) campus furlough day—no class
Feb 22 (M) faculty furlough day—no class
March 29-April 2 spring recess

International Marketing (Spring 2010): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter & Page</u>
January		
27	Introduction	
February		
1, 3	Nature of international marketing	Ch. 1
8, 10	Trade theories, trade barriers	Ch. 2, 3 (pp. 69-75, 90-98)
17 (W)	Economic union	Ch. 2
24 (W)	Political/legal environment	Ch. 4, 5 (pp. 141-59)
March		
1, 3*	Legal environment, first exam	
8, 10	Culture	Ch. 6
15, 17	Consumer behavior	Ch. 7
	Market entry	Ch. 9
22, 24	Product strategies	Ch. 10
April		
5, 7	Intellectual property	Ch. 5 (pp. 159-75)
	Branding strategies	Ch. 11
12, 14*	Branding strategies, second exam	
19, 21	Channel strategies, gray market	Ch. 12 (pp. 419-25, 451-63)
26, 28	Physical distribution	Ch. 13 (pp. 486-501)
	Promotion strategies	Ch. 15
May		
3, 5	Promotion strategies	Ch. 15
	Price strategies	Ch. 16
10, 12	Terms of sale, currencies	Ch. 17, 18
17	Exam (to be decided)	

Exams: First exam March 3 (W)
 Second exam April 14 (W)
 Final exam (Section 1): May 17 [or May 21 (F) 9:45-11:15]--to be decided
 Final exam (Section 2): May 17 [or May 25 (T) 9:45-11:15]--to be decided

Notes: Additional readings may be assigned throughout semester.
 Scantron form (no. 882-E) is needed for each exam.

This course is not for any students who cannot devote adequate time and effort. You need to visit my Web Page. To avoid penalty, please inform me in writing within the first 2 weeks that you have read and understood all the course requirements.