

BUS2 133A-1 (Code 20185): TR 10:30-11:45, Room BBC 224
BUS2 133A-2 (Code 21482): TR 12:00-1:15, Room BBC 224
International Marketing
Spring 2012

Instructor: Dr. Sak Onkvisit, Professor of Marketing
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Office Hours: TR 9:00-10:25 and 4:15-4:30; 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. 6 (M) last day to drop without an entry on student's permanent record
Feb. 13 (M) last day to add courses and also instructor drop deadline
March 26-30 spring recess

International Marketing (Spring 2012): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter & Page</u>
January		
26 (R)	Introduction	
31, 2	Nature of international marketing	Ch. 1
February		
7, 9	Trade theories, trade barriers	Ch. 2, 3 (pp. 69-75, 90-98)
14, 16	Economic union	Ch. 2
	Political environment	Ch. 4
21, 23	Political/legal environment	Ch. 4, 5 (pp. 141-59)
*28, 1	First exam, culture	
March		
6, 8	Culture	Ch. 6
13, 15	Consumer behavior	Ch. 7
	Market entry	Ch. 9
20, 22	Product strategies	Ch. 10
April		
3, 5	Intellectual property	Ch. 5 (pp. 159-75)
	Branding strategies	Ch. 11
*10, 12	Second exam, channel strategies	
17, 19	Channel strategies, gray market	Ch. 12 (pp. 419-25, 451-63)
24, 26	Physical distribution	Ch. 13 (pp. 486-501)
	Promotion strategies	Ch. 15
May		
1, 3	Promotion strategies	Ch. 15
8, 10	Price strategies	Ch. 16
	Terms of sale	Ch. 17
15	Currencies	Ch. 18

Exams: First exam Feb. 28 (T)
Second exam April 10 (T)
Final exam section 1: May 21 (T), 9:45-11:15 (90 minutes, not 2 ¼ hours)
section 2: May 23 (W), 9:45-11:15 (90 minutes, not 2 ¼ hours)

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

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