

IBS 102 International Marketing

Developed by Dianna L. Last

Paradise Valley Community College

Phoenix, Arizona

SYLLABUS

COURSE: IBS 102 International Marketing
SECTION: 8402
ROOM: B204
MEETS: Tuesday, 6:30 - 8:55PM
DATES: February 14 - May 12, 1995
INSTRUCTOR: Dianna L. Last
TEL: 9936449
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TEXTBOOK

International Marketing (eighth edition), by Philip R. Cateora, Irwin Publishing Company, 1993
Reference Material List (attached)

COURSE DESCRIPTION International Marketing addresses global issues that challenge today's international marketer and describes concepts relevant to those involved in international regardless of their level of international involvement. Emphasis is on the strategic implications of marketing in different country cultures, cultural influences on marketing strategies and marketing management techniques necessary to accommodate cultural differences.

COURSE OBJECTIVES

1. Understand basic marketing concepts
2. Understand the significance and benefits of international marketing to the United States.
3. Evaluate international marketing positions of the United States.
4. Identify elements in foreign marketing environments.
5. Develop the ability to analyze foreign markets through secondary research.
6. Understand and evaluate the cultural, political, legal and economic factors in marketing.
7. Understand and identify marketing mix options for world markets including:
 - most advantageous channel of distribution.
 - correct product/service mix and pricing policies.
 - designing and implementing promotional strategies.
8. Understand the effect of government intervention and planning on international markets.
9. Understand the effect of tariffs, quotas, subsidies and state ownership on world trade.
10. Analyze the differences in development between market and non-market economies.
11. Develop a strategic marketing plan for a product.

SYLLABUS

IBS 102 INTERNATIONAL MARKETING

COURSE OUTLINE

- I. Global marketing
- II. Cultural Environment of Global Marketing

History and Cultural Dynamics
Business Customs and Practices
Political Environment
Legal Environment
Developing Markets
Multinational Market Regions and Groups

III. Global Marketing Management
Planning and Organization
Researching Global Markets
Developing Products and Services for Global Markets
International Distribution
Export Trade Mechanics
Global Advertising and Promotion
Selling and Personnel Management
Pricing for International Markets

Course content will vary to meet the needs of the students in specific sections

STUDENT RESOURCES

Maricopa Community College Libraries and Bookstores
Public Libraries
Maricopa County Libraries
Arizona State University Library and Bookstore
American Graduate School of International Management Library and Bookstore

SYLLABUS

IBS 102 INTERNATIONAL MARKETING

EVALUATION CRITERIA

One Midterm Examination		30%	300 Points
Current Events Article Analysis		10%	100
Term Project Paper, in three (3) sections:			
• Individual Section	Part I Cultural Analysis (2-4pgs)	20%	200
	Part II Economic Analysis (2-4 pgs)		
• Team Section	Part III Market Analysis (5-6 pgs)	30%	300
	Part IV Marketing Plan (5-6 pgs)		
	Final Class Presentation		
Class Participation (attendance, case analysis & class discussion)	100/0	100	
Total Grade Points		100%	1000
Extra Credit: "Export To Win" Computer Simulation		10%	100

CLASS LOCATION

Although this is a VCN class we must come together several times throughout the 12 weeks. Class projects require group participation and coordination that is impossible to do over the network. I apologize for the inconvenience. Please refer to the class schedule for PVCC only class dates.

ASSIGNMENT DATES

Assignment dates are summarized on the following page. All article reviews and term papers are due by the end of class on the assigned date. A penalty will be assessed for late papers.

CURRENT EVENTS

Each student will be placed in Group A, B, C, D, or E. On the day of your category assignment you will submit a short (1 -2 paragraph) analysis of a relevant international article (January 1995 to date only) and summarize it for the class. Submit a photocopy of the article with your analysis.

TERM PAPER

Term paper should be double spaced, typed including a title page with your names, table of contents, headings, subheadings and a bibliography. Bibliography should provide: author, title of article/book, journal/publisher, date and page number. Stay within assigned page limits, I want quality not quantity. I will read and make comment on the Culture and Economic sections, you may then fill in any holes before resubmitting them to be graded with the final Team Term Paper.

EXPORT TO WIN SIMULATION

An export marketing computer simulation that role-plays a real-world situation with data from existing resources. The self paced program develops skills in seeking and processing information. You are the export marketing manager chartered to build an overseas market over five years. The program is installed in K-Building's open computer lab. Request a copy of the instructions from the lab managers.

SYLLABUS

IBS 102 INTERNATIONAL MARKETING

SCHEDULE

<u>WEEK</u>	<u>SITE</u>	<u>CHAPTER</u>	<u>ARTICLE</u>	<u>TOPICS</u>	<u>ASSIGNMENTS</u>
2/14		1&2		Introduction Global Marketing	
2/21	PVCC	3&4	Group A	Culture & Business	Select Region Group & Country Assign Cultural Analysis & Economic Analysis Papers
2/28		5		Business Customs & Practices	
3/7		6 & 7	Group B	Political Legal	
3/14		8 & 9	Group C	Developing Markets Regions & Groups	Culture Paper Due
3/21		10 & 11	Group D	Planning/ Organizing Research Markets	Economic Paper Due
3/28	PVCC		Group E	Team Meetings	Midterm (Chapters 1-11) Return Culture Paper Assign Regional Market Analysis & Marketing Plan
4/4	PVCC	12 & 13	Group A	Consumer Products Services Team meetings	Return Economic Paper
4/11 1		4 & 15	Group B	Distribution Systems Exporting	
4/18	PVCC	16 & 17	Group C	Advertising & Media Team Meetings	
4/25		18	Group D		Term Paper (4 parts) due
5/2	PVCC		Group F		Oral Presentations Return Term Papers

IBS 102 INTERNATIONAL MARKETING

PREPARING CASE ANALYSES

The following general guidelines may be used in preparing oral or written case analyses.

There may be several feasible courses of action regarding the solution to any case. It is more important to concern yourself with the process of problem definition and isolation, analysis and evaluation of alternatives and the choice of one or more recommendations, than to simply try to find a single answer. Very often, the right answer is one which you can propose, explain, defend and make work.

I. THE PROCESS OF ANALYZING A CASE

A. Read and study the case thoroughly and efficiently.

Read the case completely through for familiarity, noting issues that come to the forefront. Read again. Get all the facts, making notes about symptoms of problems, root problems, unresolved issues and roles of key players. Watch for issues beneath the surface.

B. Isolate the problem(s).

Get a feel for the overall environment by putting yourself in the position of one of the key players. Seek out the pertinent issues and problems.

C. Analyze and evaluate the alternatives.

Once the problems and issues are isolated, work at gaining a fuller understanding of the causes. In what area of the unit do the problems exist? Why? What caused them? Examine and evaluate the strengths and weaknesses of the unit's processes (financial statements, sales reports, etc.). Check out the effectiveness and competencies of management. Are the unit's objectives and strategies compatible with its skills and resources?

Formulate a solid evaluation of the case. Examine various alternatives. Weigh the pros and cons of each. Are they feasible? Decide on the most valid.

D. Make recommendations.

Draw up your set of recommendations on what must be done and prepare an agenda of corrective actions. What recommendations would you make to the manager of this unit?

What specific functions and activities does the unit have to perform in order to solve the problems? Are the recommendations workable? Affordable? A good rule of thumb to follow is to avoid recommending anything you would not do yourself if you were in management's shoes. Give reasons for your recommendations.

II. PRESENTING THE CASE

- A. Identify key problems and issues clearly and precisely. It is essential that your presentation reflect a sharply focused diagnosis of significant problems and issues confronting management.
- B. Present the analysis and evaluation. Support your evaluation with facts. Discuss any exhibits.
- C. Recommendations and plan of action. Address all of the problems/issues you identified. What are the consequences, can the unit financially implement them? Be specific - what, when and who.

REFERENCE MATERIAL

"INTERNATIONAL MARKETING"

INTERNATIONAL INFORMATION SOURCES STATISTICAL DATA

- **United Nations Statistical Yearbook**
Published annually by the United Nations, NY, NY.
700 pages of detailed historical -statistics on every aspect of world business.
- **UNESCO Social Statistical Compendium**
Publishing Service United Nations, NY, NY 100 17
- **Organization for Economic Cooperation and Development (OECD)**
Series of economic reports about member nations.
- Annual, London: Euromonitor Publications:
European Marketing Data and Statistics
Consumer Europe
International Marketing data and Statistics:
- data on living standards for European & other countries
Retail Trade International:
- data on consumer purchase patterns by product & retail store
- **Statistical Yearbook for Latin America**
Statistical Bulletin for Latin America
Published annually by the United Nations, NY, NY.,
- **Statistical Abstract of Latin America**
UCLA, Los Angeles
- **The Markets of Asia/Pacific**
London: The Asia Pacific Center, LID. Printed in NY
- **Culturgrams**
PVCC Library

REFERENCE MATERIAL

"INTERNATIONAL MARKETING"

INTERNATIONAL PUBLICATIONS
DOWNTOWN PHOENIX LIBRARY, ASU & AGSIM

NEWSPAPERS:

CHINA DAILY	PRC
FREE CHINA JOURNAL	TAIWAN
TORONTO GLOBE & MAR,	CANADA
JAPAN TIMES	JAPAN
THE EUROPE, AN	EUROPE
JERUSALEM POST	ISRAEL
LONDON TIMES	ENGLAND

ON-LINE RESOURCES:

ABIGLOBAL	BUSINESS DATELINE	NATIONAL TRADE DATA BANK
PREDICASTS	NEWSPAPER ABSTRACTS	BUSINESS PERIODICALS ONDISC

MAGAZINES:

ADVERTISING AGE	HARVARD BUSINESS REVIEW
ASIAN WALL STREET JOURNAL	HISPANIC
ASIA WEEK	HISPANIC BUSINESS
BEIJING REVIEW	HISPANIC TIMES
BUSINESS ASIA	INC.
BUSINESS CHINA	INTERNATIONAL EXECUTIVE
BUSINESS EASTERN EUROPE	INTERNATIONAL MANAGEMENT
BUSINESS EUROPE	JOURNAL OF INTERNATIONAL BUSINESS
BUSE-TESS INTERNATIONAL	JOURNAL OF INTERNATIONAL MARKETING
BUSINESS LATIN AMERICA	JOURNAL OF JAPANESE TRADE & INDUSTRY
BUSINESS MEXICO	LATIN AMERICA WEEKLY REPORT
BUSINESS WEEK	MEMCO, COUNTRY PROFILES REPORTS
COLUMBIA JOURNAL OF WORLD	IN BRITAIN
BUSINESS	THE NATION
FAR EASTERN ECONONUC REVIEW	TRADE AND CULTURE
FORBES	WALL STREET JOURNAL
FOREIGN AFFAIRS	WORLD PRESS REVIEW
FORTUNE	WORLD TRADE

REFERENCE MATERIAL
"INTERNATIONAL MARKETING"

BOOKS AND GUIDES

- **Big Business Blunders: Mistakes in Multinational Marketing**
David Ricks (Dow Jones-Irwin)

<ul style="list-style-type: none">• Business China• Business Germany• Business Japan• Business Mexico	<ul style="list-style-type: none">• Business France• Business Italy• Business Korea• Business Taiwan
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Peggy Kenna & Sondra Lacy (NTC Business Books)

- **Chinese Etiquette & Ethics in Business**
Bove De Mente (NTC Business Books)

- **Communicating for Peace, Diplomacy and Negotiation**
edited by Felipe Korzenny & Stella Ting-Toomey (Sage Publications)

- **Do's and Taboos Around the World**
Roger E. Axtell (John Wiley & Sons)

- **Do's and Taboos of Hosting International Visitors**
Roger E. Axtell (John Wiley & Sons)

- **How to Work for a Japanese Boss**
Jina Bacarr (Birch Lane Press)

- **International Negotiation- A Cross-Cultural Perspective**
Glen Fisher (Intercultural Press)

- **Japanese Etiquette & Ethics in Business**
Boye De Mente (NTC Business Books)

- **National Negotiating Styles**
Fans; Binnendijk (Foreign Services Institute, U.S. Dept of State)

- **Riding the Waves of Culture, Understanding Cultural Diversity in Business**
Frons Trompenaars (The Economist Books)

- **The Cultural Environment of International Business**
Vern Terpstra (South Western Publishing)

- **The Global Edge: How Your Company Can Win in the International Marketplace** Sondra Snowdon
(Simon and Schuster)

- **The International Businesswoman: A Guide to Success in the Global Marketplace** Marlene Rossman
(Praeger Publishers)

- **The Travelers Guide to Asian Customs and Manners**
Kevin Chambers (Simon and Schuster)

**REFERENCE MATERIAL
"INTERNATIONAL MARKETING"**

BOOKS AND GUIDES, cont.

- **The Travelers Guide to Europe" Customs & Manners**
Nancy Braganti & Elizabeth Devine (Meadowbrook)
- **The Travelers Guide to Latin American Customs & Manners**
Nancy Braganti & Elizabeth Devine (St. Martin's Press)
- **Understanding Cultural Differences: German, French and Americans**
Edward T. Hall & Mildred Reed Hall (intercultural Press)
- **1992 Understanding the New European Market**
James W. Dudley (Dearborn Financial Pub, Inc.)

RIDING THE WAVES OF CULTURE

FONS TROMPENAARS CULTURE SLIDE

7 DIMENSIONS OF CULTURAL DIFFERENCE - SLIDE:

1. WHAT IS CULTURE?

TO ACT UPON NATURE

- A. CULTURE IS THE WAY IN WHICH WE SOLVE PROBLEMS, SUBCONSCIOUS
- B. B. CULTURE IS MAN-MADE, INCORPORATED & PASSED ON (SHARED SYSTEM)

2. HOW DO WE THINK OF CULTURE?

ALL MANAGEMENT IS CULTURE BOUND

A. CULTURE IS AT DIFFERENT LEVELS

- HIGHEST IS AT THE NATIONAL OR REGIONAL LEVEL
- ORGANIZATIONAL / CORPORATE (& W/IN - MKTG, R&D, SALES LEVELS)
- PROFESSIONAL & ETHICAL CULTURAL GROUPS

B. AMERICAN CULTURE IS SEEN AT MANY DIFFERENT LEVELS

NAME SOME? (EAST - WEST - TEXAS)

3. OVERVIEW OF CIRCLE VIEW CULTURE AS AN ONION

A. BASIC ASSUMPTIONS - HEART OF THE ONION - IMPLICIT

B. NORMS & VALUES IMPLICIT

NORMS = RIGHT & WRONG

VALUES = GOOD & BAD

- SEMI AWARENESS, DIFFERENT IN EACH CULTURE
- PROBLEMS THAT WERE REGULARLY SOLVED, DISAPPEAR FROM CONSCIOUS
- AWARENESS & BECOME AN UNDERLYING PREMISE (BREATHING - IMPLICIT)

- CULTURE IS STABLE IF NORMS REFLECT THE VALUES OF GROUP EASTERN EUROPE AS AN EXAMPLE

C. EXPLICIT & OBSERVABLE OUTER LAYER

LANGUAGE, DRESS, FOOD, ETC ARE PRODUCTS OF THE CULTURE - EXPRESSIONS OF DEEPER NORMS & VALUES IN SOCIETY

4. OVERVIEW OF 7 DIMENSIONS CHART

A. EACH CULTURE SOLVES PROBLEMS IN A DIFFERENT WAY

B. LOOK AT THEM UNDER THREE HEADINGS

RELATIONSHIPS WITH PEOPLE

PASSAGE OF TIME AND AGING

RELATIONSHIP WITH THE ENVIRONMENT

C. W/IN THESE 3 HEADINGS ARE 7 FUNDAMENTAL DIMENSIONS OF CULTURE

- 5 IN HUMAN RELATIONS, I TIME a I NATURE

5. HUMAN RELATIONS

LOOK AT THE FIRST 5 THEN TIME & NATURE

THESE 5 ORIENTATIONS INFLUENCE OUR WAY OF DOING BUSINESS AND GUIDES OUR BELIEFS & ACTIONS

1. Universalism Versus Particularism (rules versus relationships)
2. Collectivism Versus Individualism (the group versus the individual)
3. Neutral Versus Emotional (the range of feelings expressed)
4. Diffuse Versus Specific (the range of involvement)
5. Achievement Versus Ascription (how status is accorded)
6. Time (past - present - future orientation)
7. Nature (internal or external control)

USE SUMMARY SLIDE FOR INTRO

RIDING THE WAVES OF CULTURE
FONS TROMPENAARS

UNIVERSAL/PARTICULAR

- AMERICA OPERATES AS A UNIVERSALIST CULTURE
- **UNIVERSALIST**, RULE BASED, BEHAVIOR TENDS TO BE ABSTRACT - COURTS
CROSS A STREET ON A RED LIGHT IN SCANDINAVIA
- **PARTICULARISTS** FOCUS ON NATURE OF PRESENT CIRCUMSTANCES. PERSON
IS MY BROTHER, FRIEND, ETC - I SUSTAIN & PROTECT NO MATTER @RULES
- EACH THINKS OF THE OTHER AS CORRUPT & CAN'T BE TRUSTED
**WHEN COMPANIES GO GLOBAL THEY TEND TO MOVE TOWARD UNIVERSALIST
WAY OF THINKING**

RIDING THE WAVES OF CULTURE
FONS TROMPENAARS

INDIVIDUAL/COLLECTIVE

- INDIVIDUALISM, "A PRIME ORIENTATION TO ONESELF"

IN INDIVIDUALISTIC CULTURES THE ORGANIZATION EXISTS TO SERVE INDIVIDUAL OWNERS, EMPLOYEES AND CUSTOMERS.

HIGHEST INDIVIDUALISTS ARE CANADIANS FOLLOWED CLOSELY BY AMERICANS, NORWEGIANS & SPANISH (OVER 70% IN FAVOR OF A)

- COLLECTIVISM, "A PRIME ORIENTATION TO COMMON GOALS & OBJECTIVES"

IN COLLECTIVIST CULTURES THE ORGANIZATION EXISTS AS A SOCIAL CONTEXT, ALL MEMBERS SHARE & IT GIVES THEM MEANING & PURPOSE.

MEMBERS ARE LIKE A FAMILY, COMMUNITY OR CLAN THAT DEVELOPS & NURTURES ITS MEMBERS AND MAY LIVE LONGER THAN THEY DO.

ASIANS

RIDING THE WAVES OF CULTURE
FONS TROMPENAARS

NEUTRAL/AFFECTIVE

- **NEUTRAL**, CULTURES WHICH DO NOT TELEGRAPH THEIR FEELINGS BUT KEEP THEM CAREFULLY CONTROLLED & SUBDUED".

NEUTRAL CULTURES ARE NOT NECESSARILY COLD OR UNFEELING, IT IS A RESULT OF CONVENTION.

ACCUSED OF BEING COLD, HEARD HEARTED.

- **AFFECTIVE**, CULTURES SHOW THEIR FEELINGS PLAINLY BY LAUGHING, SMILING, GRIMACING AND GESTURING. BUSINESS IS A HUMAN AFFAIR.

THEY FIND IMMEDIATE OUTLETS FOR THEIR FEELINGS.

SEEN AS BEING OUT OF CONTROL AND INCONSISTENT.

TOUCHING OTHER PEOPLE, THE SPACE KEPT BETWEEN PEOPLE AND ASSUMPTIONS ABOUT PRIVACY ARE FURTHER MANIFESTATIONS OF AFFECTIVE OR NEUTRAL CULTURES.

FIRST ESSENTIAL IS TO RECOGNIZE THE DIFFERENCES AND REFRAIN FROM MAKING JUDGEMENTS BASED ON EMOTIONS OR LACK OF THEM.

RIDING THE WAVES OF CULTURE
FONS TROMPENAARS

SPECIFIC/DIFFUSE

- **SPECIFIC**, WORK AND PRIVATE LIFE ARE SHARPLY SEPARATED
- **DIFFUSE**, EVERYTHING IS CONNECTED TO EVERYTHING, DOING BUSINESS IS MORE TIME CONSUMING.

AREA IN WHICH BALANCE IS MOST CRUCIAL. A SPECIFIC EXTREME CAN LEAD TO DISRUPTION, THE DIFFUSE EXTREME TO A LACK OF PERSPECTIVE; A COLLISION BETWEEN THEM RESULTS IN PARALYSIS.

AN INTERPLAY OF THE TWO APPROACHES IS THE MOST FRUITFUL.

RECOGNIZE THAT BUSINESS IS BUSINESS BUT STABLE AND DEEP RELATIONSHIPS MEAN STRONG AFFILIATIONS

RIDING THE WAVES OF CULTURE
FONS TROMPENAARS

ACHIEVEMENT/ASCRPTION

- **ACHIEVED STATUS REFERS TO DOING.**
- **ASCRIBED STATUS REFERS TO BEING.**

ROLE OF TRANSLATORS
BUSINESS CARDS
ROLE OF TITLES

IBS 102 INTERNATIONAL MARKETING

TERM/TEAM PROJECT

GROUPS:

- GROUP A LATIN AMERICA - MEXICO, CENTRAL & SOUTH AMERICA
- GROUP B SOUTHEAST ASIA - ASEAN & PACIFIC BASIN
- GROUP C NORTHERN ASIA - JAPAN, CHINA, KOREA, INDIA, ETC.
- GROUP D WESTERN EUROPE
- GROUP E EASTERN EUROPE, RUSSIA & C.I.S.

PROJECT OBJECTIVES:

The learning objectives for the international marketing term/team project are twofold. The first is to familiarize you with the cultural environment of your selected country/region and to facilitate cross-cultural understanding. The second is to provide you the opportunity to prepare a marketing plan for a product that is being considered for marketing in your selected country and region.

The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan. This project will also reinforce key marketing concepts covered in this and other courses and expand your horizons through the identification of materials and resources required to complete this project.

PROJECT OVERVIEW:

The project requires that you write a series of four papers. Part I is a general survey of the country's culture (2-4 pgs). Part II covers the economy of the country including distribution and marketing systems (2-4 pgs). Part III is a market audit and competitive analysis of a country and regional market for a specific product (5-6 pgs). Part IV is a preliminary marketing plan of the product under consideration for marketing in the country and region selected (5-6 pgs).

The first two papers are to be developed individually. The final paper (Parts III & IV) will be developed jointly by regional teams. Evaluation criteria and assignment due dates are shown in the syllabus.

Term paper should be double spaced, typed including a title page with your names, table of contents, headings, subheadings and a bibliography. Bibliography should provide: author, title of article/book, journal/publisher, date and page number. Stay within assigned page limits, I want quality not quantity.

IBS-102 INTERNATIONAL MARKETING

TERM/TEAM PROJECT

GUIDELINE FOR CULTURAL ANALYSIS - PART I:

Before a marketing manager can determine if they need to adjust to the environment or to determine what adjustments would be appropriate, it is necessary to understand the environment. This is particularly true of the culture of a country. The outline deals with some of the key aspects of culture and is relevant to the development of your marketing plan. You are encouraged to not only report the facts but to also analyze the facts in terms of marketing implications of such information.

CULTURAL ANALYSIS - PART I

- I. Brief Discussion of the Country's Relevant History
- II. Geographical Setting (Location, Climate and Topography)
- III. Social Institutions
 - A. Family
 - 1. Nuclear & Extended Family
 - 2. Family Dynamics - Parental Roles, Marriage & Courtship
 - 3. Male/Female Roles (changing or static)
 - B. Education
 - 1. Role of Education in Society & Literacy Rates
 - C. Political System
 - 1. Political Structure, Parties, Stability & Role of Government
 - 2. Special Taxes
 - D. Legal System
 - 1. Organization of the Judiciary System
 - 2. Code, Common, Socialist or Islamic-Law Country
 - 3. Participation in Patents, Trademark & Other Conventions
 - E. Social Organizations
 - 1. Group Behavior & Social Classes (Race, Ethnicity)
 - F. Business Customs and Practices
- IV. Religion and Other Belief Systems
- VI. Living Conditions
 - A. Diet and Nutrition
 - B. Housing (types, ownership & single/multi family dwellings)
 - C. Clothing (national dress & work attire)
 - D. Leisure Activities (types & percent of income spent)
 - E. Social Security
 - F. Health Care
- VII. Language
 - A. Official, Spoken, Written & Dialects

IBS 102 INTERNATIONAL MARKETING

TERM/TEAM PROJECT

GUIDELINE FOR ECONOMIC ANALYSIS - PART II:

The outline develops the kind of information useful in understanding the economy of a country, particularly as it relates to marketing considerations. There are two categories of information: general information and channels of distribution and media availability. The objective of this section is not to just list the information but to demonstrate an understanding of the material and to highlight those points of particular significance from a marketing planning perspective.

ECONOMIC ANALYSIS - PART II

- I. Population
 - A. Total & Growth Rates
 - B. Distribution of Population (Age, Sex, Geographic, Ethnic)
- II. Economic Statistics and Activity
 - A. Gross National Product, GNP or GDP (Total & Rate of Growth)
 - B. Income (Personal & Family)
 - C. Distribution of Wealth
 - D. Transportation (Modes, Availability, Rates & Ports)
 - E. Communication Systems (Types, Availability & Rates)
 - F. Working Conditions (Relations, Salaries & Benefits)
 - G. Principal Industries (Private/Public?)
 - H. Foreign Investment (Opportunities in Which Industries??)
 - I. Trade Statistics (Exports, Imports, Balance of Payments, etc)
 - J. Trade Restrictions
 - 1. Embargoes, Quotas, Import Tax, Tariffs, Licensing, Custom Duties
 - K. Other Economic Activity (Countertrade & Foreign Aid)
 - L. Labor Force (Size, Unemployment)
 - M. Inflation Rates
- III. Technology (Current Technology Available, Technical Skills & R&D)
- IV. Channels of Distribution (Channel Middlemen Available in the Market)
 - A. Retailers (Number, Scale & Size, Markup, & Type of Store)
 - B. Wholesale Middlemen (Number, Size, Markup, etc)
 - C. Import/Export Agents
 - D. Warehousing
 - E. Penetration of Urban & Rural Markets
- V. Media (All Media Available in the Market)
 - A. Availability of the Media
 - B. Costs (Television, Radio, Print & Other)
 - C. Agency Assistance
 - D. Coverage of Various Media

IBS 102 INTERNATIONAL MARKETING

GROUP A LATIN AMERICA – MEXICO, CENTRAL & SOUTH AMERICA

NAME TELEPHONE COUNTRY WITHIN REGION

IBS 102 INTERNATIONAL MARKETING

GROUP B SOUTHEAST ASUA – ASEAN & PACIFIC BASIN

NAME TELEPHONE COUNTRY WITHIN REGION

IBS 102 INTERNATIONAL MARKETING

GROUP C NORTHERN ASIA – JAPAN, CHINA, KOREA, INDIA, ETC.

NAME TELEPHONE COUNTRY WITHIN REGION

IBS 102 INTERNATIONAL MARKETING

GROUP D WESTERN EUROPE

NAME TELEPHONE COUNTRY WITHIN REGION

IBS 102 INTERNATIONAL MARKETING

GROUP E EASTERN EUROPE, RUSSIA & C.I.S.

NAME TELEPHONE COUNTRY WITHIN REGION

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GROUP F MIDDLE EAST

NAME TELEPHONE COUNTRY WITHIN REGION

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GROUP G _____ AFRICA

NAME _____ TELEPHONE _____ COUNTRY WITHIN REGION

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GROUP H NORTH AMERICA – U.S.A. & CANADA

NAME TELEPHONE COUNTRY WITHIN REGION

HIGH AND LOW CONTEXT CULTURES

- **HIGH CONTEXT CULTURES**

MEANING OF MESSAGE IS EXPERIENCED IN THE PHYSICAL, RELATIONAL, EMOTIONAL AND NON-VERBAL ASPECTS OF INTERACTION

MEANING IS PERCEIVED IN WHAT IS NOT SAID

- **LOW CONTEXT CULTURES**

MEANING OF MESSAGE IS EXPERIENCED IN THE CHOICE OF WORDS THEMSELVES

MEANING IS PERCEIVED IN WHAT IS SAID

HIGH CONTEXT ISSUES

RELATIONSHIPS
INDIRECTNESS
INEQUALITY IN RELATIONSHIPS
EMPATHY & "FACE"
NONVERBAL
TIME IS POLYCHRONIC
INTERRELATED

LOW CONTEXT ISSUES

INDIVIDUAL
DIRECTNESS
EQUALITY IN RELATIONSHIPS
HARDNOSED
VERBALLY EXPLICIT
TIME IS MONOCHRONIC
AGENDA DRIVEN
COMPARTMENTALIZED
STRUCTURED
SINGLE FOCUS

ORIGINS OF THE "AMERICAN" CULTURE

- OUTCASTS, NON-CONFORMISTS
- FAMILIES BROKEN
- DEVELOPED A NEW NUCLEAR FAMILY
- LEFT EUROPE TO FIND FREEDOM
- AMERICAN CULTURE WAS CREATED ON PREMISE OF:
 - CHANGE
 - CREATE A BETTER FUTURE
 - ENIUHASIS ON THE INDIVIDUAL
 - REWARDING INDIVIDUAL ACCONMLISHIMENTTS
 - INDEPENDENCE
 - SELF RELIANCE, AVOID RELYING ON ANYONE

AS A RESULT WE HAVE BECOME

- GOAL AND ACHIEVEMENT ORIENTED
- HIGHLY ORGANIZED AND INSTITUTIONALIZED
- FREEDOM LOVING AND SELF RELIANT
- WORK ORIENTED AND EFFICIENT
- FRIENDLY AND INFORMAL
- COMPFTTITIVE AND AGGRESSIVE
- VALUES ARE IN TRANSITION
- GENEIZOUS

INTERNATIONAL MARKETING

EXPORT TO WIN SURVEY

NAME: _____

IT TOOK _____ HOURS TO COMPLETE THE 5 YEAR EXPORT TO WIN (ETW) PROGRAM.

AT THE CLOSE OF THE 5 YEAR PROGRAM I ACCOMPLISHED \$_____ IN SALES
AND WAS PROMOTED TO _____.

PLEASE RESPOND TO THE FOLLOWING: (Scale: 1 = Strongly Disagree, 10 Strongly Agree)

1. The ETW simulation helped me understand international marketing problems. _____
2. ETW made the course more interesting. _____
3. ETW allowed me to apply what I learned in class. _____
4. Using the ETW was enjoyable. _____
5. I believe the ETW is valuable for international marketing classes. _____
6. The ETW helped me gain an insight into the pressures faced by companies. _____
7. Learning the ETW was worth the effort. _____
8. I recommend the ETW for other international marketing classes. _____

COMMENTS:
