



Oglethorpe University

Hammack School of Business

BUS 375 – Section 603

International Marketing

Summer 2026 - Barcelona

Professor Herle

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Office Hours: Between classes and whenever you need me

**Course Description:**

In this course, you will explore the fundamentals of how marketing is conducted on an international scale, the strategies and tactics involved, the potential barriers and pitfalls, and the similarities and differences compared to marketing in the U.S.

**Course Objectives:**

By the end of this course, you should be able to:

- Explain the distinguishing characteristics of International Marketing.
- Discuss the various rationales for marketing across borders.
- Demonstrate familiarity with how local culture influences marketing strategy and tactics.
- Be able to discuss, specifically, how marketers must be cognizant of and make appropriate adjustments to Product, Price, Promotion, Distribution, and Customer Relationship Management (CRM) when abroad,
- Be able to discuss the pros and cons of Global Vs “Glocal” branding.
- Recognize and understand ethical issues facing marketers abroad.

## Required Materials:



**Global Marketing [Rental Edition]**

by [Green, Mark C.](#)

**Edition:** 11

**ISBN13:** [9780135357460](#)

**ISBN10:** [0135357462](#)

**Format:** Textbook

**Pub. Date:** 2024-08-08

**Publisher(s):** Pearson Rental Program

## Case Pack from Harvard Business School Publishing (3 cases):

<https://hbsp.harvard.edu/import/1401477>

The Wall Street Journal: You have access to the WSJ via the Oglethorpe Library. There we will find plenty of articles to discuss relevant to International Marketing. Go to the Oglethorpe Library site to sign up if you don't already have access to it.

Dates	Topic	Preparation	Activities
Pre Arrival			
Via Canvas	Marketing to Cultures	Research the Spanish culture and create a persona for a selected segment	Share your persona in a Canvas Discussion post and comment on two peer's posts.
Via Canvas	International Trade	Read the Canadian Dairy Case	Prepare a two-page analysis of the case using the 4 questions in the Canvas assignment.
Via Canvas	Global IS and Market Research	Read Chapter 6 and review the PowerPoint slides.	Read the TikTok case at the end of the chapter and answer the questions in a Canvas discussion post. Provide a substantive reply to two classmates.

Via Canvas	Global Channels and Physical Distribution	Read Chapter 12 and review the PowerPoint slides.	In a one-page paper, research and identify a retailer based (headquartered) on each continent (except Antarctica). Describe the retailers and their global network.
<b>Week 1</b>			
Tue: 7/7	Introductions, Course Expectations, and Intro into Global Marketing	Read Chapter 1	
Wed: 7/8	Global Economic Environment	Read Chapter 2	
Thur: 7/9	Global Trade Environment	Read Chapter 3	Market observation Int. Trade – Santa Caterina Market
<b>Week 2</b>			
Mon: 7/13	Social and Cultural Environment	Read Chapter 4	Class activity
Tue: 7/14	Segmenting, Targeting, and Positioning	Read Chapter 7	Market Exercise – El Born Small Business
Wed: 7/15	Importing, Exporting, and Sourcing	Read Chapter 8	Multinational Beverage Case Discussion
Thur: 7/16	Midterm Exam		
<b>Week 3</b>			
Mon: 7/20	Tour		
Tue: 7/21	Market Entry Strategies	Read Chapter 9	Modelo Case Discussion & Project Progress Report
Wed: 7/22	Brand and Product Decisions	Read Chapter 10	
Thur: 7/23	Pricing Decisions	Read Chapter 11	
<b>Week 4</b>			
Mon: 7/27	Global Marketing Communications	Read Chapter 13	Market Observation – Pricing and Communication - Placa Catalunya
Tue: 7/28	Digital Marketing	Read Chapter 15	
Wed: 7/29	Marketing Competitive Advantage	Read Chapter 16	Project Clean-up and presentation prep
Thur: 7/30	Final Exam		
Fri: 7/31	Project Presentations		

### Grading:

Class Participation/Attendance	10%
Market Observation Reflection	5%
Case Discussion Preparation (3)	15%

Prearrival discussions and assignments	10%
Group Project Report and Presentation	20%
Midterm Exam – Essay	20%
Final Exam – Essay	20%
Total	100%

### Due Dates

- o All assignments are due on the assigned due date at the beginning of class.
- o No late assignments will be accepted.
- o **Incompletes**– Refer to the complete reading of the University’s policy in the Bulletin.

Course grades will follow guidelines provided in the Oglethorpe University Bulletin.

A 93-100 B 83-86 C 73-76 D 60-66  
 A- 90-92 B- 80-82 C- 70-72 F 0-59  
 B+ 87-89 C+ 77-79 D+ 67-69

### Group Project

Students will form into groups of 4-5 and prepare a management briefing for marketing in one or more foreign markets. The proposal will reflect issues of strategy, considerations of culture and challenges of implementation the students expect would be encountered. In addition to the paper, each team will prepare a presentation of their findings and recommendations. Both the formal proposal and the presentation will be graded. Groups will select a specific country or set of countries, and using various resources, learn how an American company should go about marketing in that country. The group may choose instead to do a case

study of a particular international brand and how it is marketed globally. Additional guidance for the preparation of the paper will be provided in-class. All topics must be submitted to the instructor for approval.

### **Class Participation:**

Students are expected to participate in discussions and to serve as case discussion leaders, taking the lead in various aspects of case discussions including case overview, analysis, and recommendations. Your overall commitment to this course, and your active participation will be critical to your success. In grading class participation, both the quantity and quality of your class contributions will be considered. Class participation is obviously a function of preparation, skills, and attitude.

### **Lead Abroad Mission & Values**

Lead Abroad is committed to leveraging the international experience for a student's personal growth and development. Each course is specifically designed to challenge students, expose them to the local culture and help them become more globally minded citizens. During class and throughout the program, our expectation is that students will be gracious guests in the host country, which means:

- Being polite to the locals
- Providing a kind salutation when entering a building with a guard or front desk attendant on duty
- Attempting to use the local language for requests, salutations and thanks
- Being patient with different customs and traditions

During the program, we will also touch on these five core values of Lead Abroad:

- Breaking through boundaries abroad and at home
- Creating trusting relationships with those from different cultures
- Identifying your purpose and path while abroad · Serving others abroad and at home

- Maximizing your potential by taking what you learned back home

### **Classroom Ethos:**

- Respect yourself and one another in the classroom. The obvious aim of this course is to provide an opportunity for you to engage in some of the most stimulating and controversial questions and issues that exist within our ever increasing globalized world. A classroom environment that is conducive to such learning must be one in which each person is able to freely express his/her thoughts, to ask questions, to make mistakes, to disagree in a non-combative way, and to learn from and with one another. In short, use neither disrespectful speech nor any other form of disrespectful behavior towards one another.
- Cell phones and all other electronic devices (laptops, tablets, music devices, etc.) may NOT be used in the classroom unless specifically requested by the professor.
- Do not leave the room during class unless it is necessary. Leaving the room while class is in session is disruptive to your learning and to the learning of others.

### **Policies and Procedures**

- Accommodations

- o If you need an accommodation due to special needs, contact Mr. Anthony Laporte ([disabilityservices@oglethorpe.edu](mailto:disabilityservices@oglethorpe.edu)) to plan arrangements and then forward those accommodations to me.

- Classroom Etiquette (Violation can result in dismissal for that day's class).

- o Show up on time, do not leave during class, and don't leave early!
  - o Turn off cell phones– no texting.
  - o No sleeping, surfing the web, listening to music, talking, or reading outside material.
  - o Respect each other's humanity.

- Attendance

**o Daily attendance will be reported to the Lead Abroad Staff. Be sure you understand the program's policies regarding class absences. Violation of the attendance policy can result in dismissal from the program.**

### **Student Mental Health and Wellbeing**

All students currently enrolled at Oglethorpe may use Counseling Center services at no cost. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. Please visit <https://counseling.oglethorpe.edu/> for more details.

### **Civility Statement**

Oglethorpe University is a place dedicated to vigorous discussion, exchange of ideas and debate. Such discussion always runs the risk of becoming acrimonious, thus it is particularly important for all members of the Oglethorpe community to maintain a climate marked by mutual respect. We must be committed to the highest standards of civility and decency and to promoting a community where all people can work and learn together in an atmosphere free of demeaning behavior or hostility.

The need to maintain civility and mutual respect extends throughout the different venues of debate and discussion — from informal exchanges in the dining hall, the residence halls or the quad to formal discussions in classrooms, meetings, and social media.

Students and faculty have a responsibility to foster a healthy climate for the exchange of ideas in the classroom and on campus. To that end, students and faculty should specifically avoid behavior that disrupts classroom activities or creates a hostile or intimidating atmosphere.

## **Academic Integrity and the Oglethorpe Honor Code**

Our Oglethorpe community thrives on high standards of academic integrity. The Honor Code serves as a guiding document to develop our fundamental values of honesty, trust, fairness, respect, responsibility, and courage.

By embracing these principles, everyone at Oglethorpe supports equitable access to academic success, as well as personal and professional growth. Oglethorpe welcomes all who accept and affirm these principles of academic integrity.

### *Affirmation*

Students sign the following affirmation at the start of their Oglethorpe career during Convocation.

***“I affirm that I am acting with academic integrity.”*** (followed by the student’s signature)

Additionally, students are asked to sign this affirmation at least once in every course.

By regularly signing this affirmation, students are reminded of the Oglethorpe community standards of academic integrity. We encourage students to maintain a commitment to integrity beyond their time at Oglethorpe.

### *Scope of the Honor Code*

Our honor code is an academic one based on our learning community. The Oglethorpe Honor Code applies to all students enrolled in any academic activities at the University.

This code is to serve as a guiding framework for all educational pursuits at Oglethorpe University. The primary purpose of this code is to maintain and sustain the academic community, by promoting community members to act honestly and with integrity. The goal of this code is to help community members stay within a community of academic honesty. The code also contains the pathway for reintegration for students who diverge from our academic honesty

standards, ensuring that these students are aided by tools and strategies to succeed academically.

The preamble to the Honor Code describes the concept of academic integrity, but the Honor Code also describes academic dishonesty as any actions aimed at gaining unfair academic advantage. Academically dishonest practices can be further partitioned into subcategories (plagiarism, misrepresentation, unauthorized aid, facilitation, and interpersonal academic misconduct). Examples of academic misconduct listed below fall within one of those categories, but these categories and examples are neither exhaustive nor mutually exclusive.

Categories (and examples) of academic misconduct are:

### **Plagiarism**

Plagiarism at its core is the failure to give credit for the use of another's legitimate work, and/or to have the work perceived as your own.

Examples of plagiarism include:

- Direct plagiarism, or copying word-for-word from a source without using quotations and proper attribution.
- Paraphrasing plagiarism, or the act of paraphrasing someone's work without acknowledging that the ideas are not your own.
- Self-plagiarism, or using work that you previously submitted for another course without acknowledgement or permission.

### **Misrepresentation**

Academic misrepresentation is an attempt to fulfill the requirements of a course with work other than one's own work. We distinguish misrepresentation from plagiarism by the fact that one could not reasonably give credit to a source in a case of misrepresentation.

Examples of misrepresentation include:

- Contracting with a person, website, or tool (either for free or via payment) to write an assignment for you (either in whole or in part) and submitting the paper as if it was your own.
- Contracting with a person, website, or tool (either for free or via payment) to solve problems for you (either in whole or in part) and submitting the solutions as if they were your own.
- Falsifying data, figures or sources in a laboratory report.

- Providing a report of attending an event, visiting a site, participating in an extra-credit activity and the like when you were not actually present at the event/site/activity.

### **Unauthorized Aid**

This category refers to any possession or use of unauthorized materials or assistance in an effort to fulfill course requirements. It is the student's responsibility to ask the professor for specific guidance on what materials or assistance are in fact authorized *and* to communicate that information to any tutors or other providers of authorized aid.

Examples of unauthorized aid include:

- Possession or use of unauthorized notes during an assessment.
- Possession or use of unauthorized electronic devices during an assessment.
- Unauthorized use of external source material.
- Unauthorized use of "homework helper" sites.
- Unauthorized use of generative artificial intelligence.
- Unauthorized collaboration with other students.

### **Facilitation**

In this category, a student is facilitating another student's ability to commit academic misconduct.

While we do work and study in a collaborative space, it is the student's responsibility to ensure that other students do not misuse their work.

Examples of facilitation include:

- Knowingly permitting another student to copy your work.
- Uploading assignments and/or solutions to a shared test bank, "homework helper" site, or group chat.
- Signing in for a student at an event where attendance is a required part of a course.
- Claiming that another student completed work for a group project that they did not do.

The full text of the Honor Code can be found at <https://bulletin.oglethorpe.edu/11-honor-code/>. It contains the responsibilities we accept by becoming members of the community and the procedures we will

follow should our commitment to academic integrity ever come into question. If you have any questions, please feel free to contact the Honor Council Director, Dr. Lynn Gieger ([lgieger@oglethorpe.edu](mailto:lgieger@oglethorpe.edu)).