



**OGLETHORPE**  
UNIVERSITY

**BUS 375 GO Lisbon**

**International Marketing: Lead Abroad Program Summer 2026**

**NOTE: THIS SYLLABUS IS SUBJECT TO MINOR REVISIONS**

**Professor:** David L. Nasser, PhD

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### **Course Description**

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

### **Course Objectives: To complete this course successfully, the student should:**

1. Be able to explain the distinguishing characteristics of International Marketing.
2. Be able to discuss the various rationales for marketing across borders.
3. Demonstrate familiarity with how local culture influences marketing strategy and tactics.
4. Be able to discuss, specifically, how marketers must be cognizant of and make appropriate adjustments to Product, Price, Promotion, Distribution and CRM when abroad,
5. Be able to discuss the pros and cons of Global Vs “Glocal” branding.
6. Show recognition and understanding of ethical issues facing marketers abroad.
7. Demonstrate understanding of various entry strategies and the differences among them.
8. Show understanding of the strategic importance of standardization Vs adaptation.
9. Work cooperatively with others to develop a plan for introducing a product into a new international market.

### **REQUIRED READINGS:**

**International Marketing**, Baak, Czarnecka, Baak 2nd Edition

[www.sagepub.com](http://www.sagepub.com)

**HARVARD BUSINESS REVIEW COURSEPACK:** A link to this course pack will be found on the Canvas website for this course and below:

**Harvard Course pack:** <https://hbsp.harvard.edu/import/1282911>

Readings in the public domain will be posted on Canvas.

**1. The Wall Street Journal Available On Line Through The Library. See instructions and link below. This is free. We will be discussing articles of interest from time to time,**

1. Visit <https://partner.wsj.com/enter-redemption-code/OGLEf5uhh80j>
2. Choose your category and enter your name and Oglethorpe email address
3. Check your email and confirm your registration

- 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

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

**Lead Abroad** is committed to leveraging 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. We are guests in their country.

Providing a kind salutation when entering a building with a guard or front desk attendant on duty

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### **Classroom Ethos:**

- Respect yourself and one another in the classroom. The aim of this program is to provide an opportunity for you to engage in some of the most stimulating and controversial questions and issues that exist within an increasingly globalized world. A classroom environment conducive to such learning must be one in which everyone is able to freely express their thoughts, to ask questions, to make mistakes, to disagree in a non-combative way, and to learn from one another. Naturally, expect and encourage respectful speech and 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 permitted 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.

## **ACTIVITIES AND ASSIGNMENTS**

### **PRE ARRIVAL ASSIGNMENTS**

Prior to arrival, you will read two articles about global branding and write a brief (one page) reaction to questions that will be assigned. Instructions will be posted on Canvas and Reaction papers will be uploaded to Canvas.

### **Semester Group Project**

Students will be assigned into groups of 5-6. Groups will prepare a management briefing for marketing a product/brand in a foreign market. The proposal will reflect issues of strategy, considerations of culture, and challenges of implementation that the students expect will be encountered. Each team will prepare a presentation of their findings and recommendations.

**Deliverables: 1. A presentation to class via PowerPoint.  
2. A detailed version of the PowerPoint Presentation**  
**Both versions will be uploaded to Canvas for grading**

Groups will select a specific country and using various resources, learn about how an American company should go about marketing in that country. Or the group may choose to do a case study of a particular international brand and how it is marketed globally or should be introduced into the U.S. Additional guidance for the preparation of the paper will be provided in-class. All topics must be submitted to the instructor for approval.

### **Cultural Experience Exercises**

- On a couple of occasions, I will ask you to observe some aspects of international marketing as you explore Lisbon and write a one-page reaction paper about what you observed and what you learned.

### **Exams**

There will be two exams derived from the text, handouts, and any other materials presented in class. The second exam will be given during the last week. Exams will not be cumulative.

**Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or death in the immediate family is given in advance.**

## OGLETHORPE UNIVERSITY GRADING POLICY

A	93 -100	<b>I do not automatically round up grades. A score of 89.5 is a B+. Rounding up is at MY discretion and based on my assessment of your performance and engagement throughout the semester. If you have a grade of 89.5, do not ask me to bump it up. Lobbying for upgrades only makes me stubborn.</b>
A-	90 - 92	
B+	87 - 89	
B	83 - 86	
B-	80 - 82	
C+	77 - 79	<b>Typically, students who fail this course are those who do poorly throughout the semester. I do not give breaks to students who do sub-standard work throughout the semester and ask for exceptions at the end of the semester.</b>
C	73 - 76	
C-	70 - 72	
D+	67-69	
D	60-66	
F	<60	<b>Please keep track of your own grades so you know where you stand.</b>

### Grading

Exams (150 pts x 2)	300
Group Class Presentation	150
Detailed PPT Report	250
Attendance and participation	100
Pre-Class Assignments	50
Reaction papers	150
	<b>1000 points</b>

### Policies and Procedures

- **Accommodations** – any student needing an accommodation must contact Mr. Mark Gross (mgross@oglethorpe.edu) to arrange and then forward it to the instructor.
- **Classroom Etiquette (Violation can result in dismissal for that day's class).**
  - Show up on time, do not leave during class, and do not leave early.
  - Turn off cell phones – no texting.
  - No sleeping, surfing the web, listening to music, talking, or reading outside material.
- **Attendance** - Students are expected to attend all class sessions and be active participants in class discussions. Attendance will be taken and will be counted towards your final grade. Full attendance/participation points will be awarded for **0** absences, regular class participation, and abiding by classroom etiquette. Lead Abroad also has a strict Attendance Policy. We instructors report attendance daily.
- **Attendance Grading**
  - **No unexcused absences no lates** **100**
  - **1 unexcused absence** **80**
  - **2 unexcused absences** **60**
  - **3+ unexcused absences** **20**
- **Each late attendance loses 5 points. If you are not present for roll call, you are late or absent. Classmates telling me you are on the way doesn't excuse you from being late.**
- **Due Dates** – All assignments are due on the assigned due date at the beginning of class. **No assignments will be accepted late!**
- **Incompletes** – Refer to the complete reading of the University's policy in the *Bulletin*.
- **Honor Code** – Our proscribes cheating in general terms and in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as “the

umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community's confidence in the honorable state to which we aspire."

**All work in the course is subject to the terms of the honor code.  
See the *Bulletin* for a complete reading.**

### **Honor Code**

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay or other work:

*I pledge that I have acted honorably.*

(Signed) \_\_\_\_\_

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

### **Plagiarism**

Plagiarism includes representing someone else's words, ideas, data, or original research as one's own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

### **Cheating**

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person's work or participation in such an effort.
- An attempt or participation in an attempt to fulfill the requirements of a course with work other than one's original work for that course.

**CLASS SCHEDULE**  
**Subject To Change \***

<b>Dates</b>	<b>Topic</b>	<b>Preparation</b>	<b>Activities</b>
<b>Pre- 7/6</b>	<b>TEXBOOK READING</b>		
VIA CANVAS	Introduction to International Marketing	PPT Lecture 1	• <b>READ “GLOBAL MARKETING” ARTICLE (HBR) And complete the assignment.</b>
VIA CANVAS	Culture and International Marketing	PPT Lecture 2	<b>Read “The Lure of Global Branding” and complete the assignment</b>
MON: 7/6	Global Trade and Integration	PPT Lecture 3	
TUE: 7/7	Country Selection and Entry Strategies	PPT Lecture 4	<b>Topics due for approval</b>
WED: 7/8	Planning, Organization, Control	PPT Lecture 5	
THU: 7/9	<b>Group Cultural Perspective Presentations</b>	<b>Based on Re-Class Assignments</b>	<b>POSSIBLE PORT OF LISBON VISIT</b>
MON 7/13	Segmentation International Positioning	PPT Lecture 6 PPT Lecture 7	
<b>TUE: 7/14</b>	Product and Branding Strategy Standardization and Adaptation	PPT Lecture 9 PPT Lecture 10	
WED 7/15			<b>Visit To Cod Museum</b>
THU 7/16	<b>Exam #1</b>	<b>Lectures 1--9</b>	
Mon 7/20	Pricing and Finance	PPT Lectures 11/12	<b>Read “Customizing Global Marketing” (HSB) Progress Reports</b>
<b>Tue 7/21</b>	Distribution	PPT Lectures 13/14	
Wed 7/22		<b>U.S. EMBASSY PRESENTATION</b>	
Thu 7/23			<b>Progress Reports</b>
Mon 7/27	Marketing Communication	PPT Lecture 15	
Tue 7/28	Sales Promotion & PR	PPT Lecture 16	
Wed 7/29			<b>POSSIBLE PORT OF LISBON TRIP</b>
Thu 7/30	<b>Exam #2</b>	<b>Lectures 10 - 16</b>	
<b>FRI 7/31</b>	<b>PROJECT PRESENTATIONS</b>		

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