



International Marketing

4300:0EX4

Spring 2025

Curiosity, Creativity and Connections

Professor Name: M. Paula Fitzgerald, PhD

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Class Time—varies during the semester, but classes are 1:45 minutes

Course Description & Goals

At the end of this semester, students will be able to:

- 1) Describe how global economics, political and physical environments and free trade agreements change global strategies.
- 2) Use storytelling to convey brand value to customers using a Global Localization strategy.
- 3) Provide specific examples of cultural values and how they are expressed in consumption behavior.
- 4) Outline the most important attributes of traditional global marketing strategies (target markets, value, product/service, price, distribution and promotion)
- 5) Identify the pros and cons of various ways to enter a new market.
- 6) Discuss the importance of curiosity, creativity and connections in global marketing strategies.

Course Materials & Resources

Textbook: Global Marketing: Green and Keagan

Readings and PPT slides available on ICON

SEMRush certifications training

Salesforce trailhead

This is an alphabetically ordered list of the countries of the world:

[List of Countries in the World in Alphabetical Order | Britannica](#)

The annual report on the most valuable and strongest global brands:

[Global](#) | [Reports](#) | [Brandirectory](#)

Grading

Grade Scale for Assignments	
A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
E	59.99% and below

Grades will be made up of the following:

35% Homework—These assignments will generally be graded based on completion—thus a completed assignment will earn full credit. In case a student turns in an assignment that is sub-par, they will receive only half credit. Homework assignments are due prior to class—late assignments will not be accepted because the homework is designed to be preparation for class. This policy will be waived only under extenuating circumstances. Each homework assignment will be **worth 10 points**. You will have homework due for almost every class. I will adjust for the travel weeks and other events to manage homework expectations.

Homework assignments may include:

- Certificates, badges, modules and points will be earned from Salesforce Trails and SEMRush
- Readings and podcasts used to prepare for class
- Exploring the seven elements of storytelling
- One Practice Exam—these will be graded using a rubric in a similar manner as the midterm and final exam so that students can get a better understanding of what to expect on the major exams
- There will be one make-up assignment—worth 10 points—that assignment will be optional
- **The homework average will be adjusted based on Yellow Cards—given when a student is late or disruptive to the class environment**
 - First Yellow Card—one point off the homework average
 - Second Yellow Card—additional five points off the homework average
 - Third Yellow Card – additional ten points off the homework average
 - Each additional Yellow Card-- additional ten points off the homework average

20% Midterm Exam—essay exam covering the first half of the course material, graded with a rubric to enhance clarity.

20% Final Exam— essay exam covering the first half of the course material, graded with a rubric to enhance clarity.

25% Final Project---25% Final Project—Small groups will complete a Story Branding project that will have both a presentation and written component. This will be graded with a rubric so that all students will know the expectations and relative weights of the project requirements. Grades may be adjusted on peer reviews

Each group will identify one product/service they have experienced in Italy (or non US travels) and will create a brand story, one adapted for the US and one adapted for Italy. The final project will include two very short graphic novels with an Italian and US brand story with a brief report. Students will also complete a mockup of the US website. Much of the project will be completed in class.

Grades will be competitive and will follow an **approximate distribution** of:

Grade	
A	40%
B	40%
C	15%
D	5%

This distribution may be adjusted based on natural breaks occurring in grades. The professor will periodically provide information about class standing either in ICON or during class.

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/2 of a letter grade in that class
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Stephanie Schnicker (319-335-0100, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with their home institution's Student Disability Services, then contact Joelle Petersen (joelle-petersen@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Collegiate and University Policies

The administrative home of this course is the Tippie College of Business, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic misconduct,

and how credits are applied for various graduation requirements. Different colleges might have different policies.

The Tippie College of Business is committed to providing students with a diverse, inclusive, and equitable environment in which to pursue their educations. In addition, Students at Tippie adhere to an honor code that emphasizes the importance of honesty and integrity. Student concerns about this class or your performance in it can be discussed with the instructor or the Associate Dean for Undergraduate Programs. More details about these and other policies are available on the [Tippie website](#).

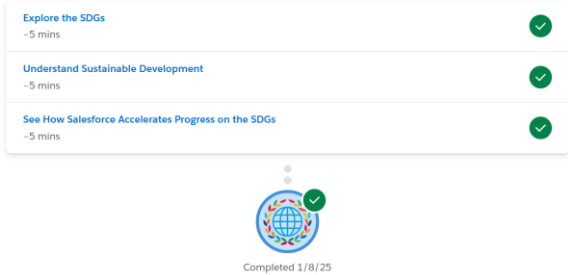
The University of Iowa is committed to the [protection of freedom of speech and the principles of academic and artistic freedom, to accommodating students with disabilities, and to accommodating absences due to religious holidays](#). In addition, students are expected to comply with the University's Code of Student Life. The University is also committed to non-discrimination and prohibits all forms of sexual harassment, sexual misconduct, and related retaliation. The University also provides resources for student mental health as well as for the basic needs and support of students. More information about these and other policies can be found on the [Provost's Office's website](#).

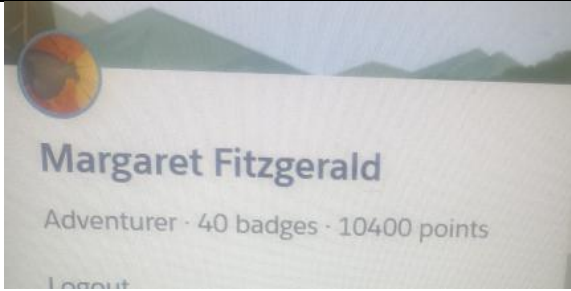
General Ground Rules

- Late work is not accepted except under extenuating circumstances—make sure you complete the homework and turn it in before class.
- We should have fun and interesting discussions. Please make sure that private discussions or use of technology do not interfere with/disrupt the class.
- Class will begin on time. If the door is closed, you are late.
- Class is almost 2 hours long (1 hour and 45 minutes). Plan to be here the whole time.
- Class is rated PG-13, keep discussions appropriate.

This is a tentative outline of our plans.

There will be changes—Look in ICON.

Day	Book Chap	Topic	In-Class or Homework due BEFORE class (if applicable)
#1 Tues. Jan 21	1	Intro to Class & Intro to Global	Identify Salesforce and SEMRush training
#2 Tues. Jan 28	1	Introduction to Global Marketing & Ethics as connections	Homework due before class: 1) Watch: https://www.youtube.com/watch?v=8V5ydPqBPLO&list=PLenX4Izri-XRgfc1VkriRBWVJx-SX8Aqx 2) Identify four (4) points made in this video—use two sentences to explain each point 3) Now read the second chapter of Building A Story Brand—this chapter is provided in ICON 4) Using the figures/examples on pages 21 and 22, chose one of your favorite movies and tell it using the seven (7) parts of a story
#3 Tues. Feb 4	2	Global economic environment	Homework due before class: Complete Sustainable Development Goals (SDGs): Blueprint for a Better Future—Salesforce Training---you should have 3 modules and at least 250 NEW points for full credit—30 percent is your grade is the three modules and 70% of the grade is the points you earn Turn in a screen shot that shows you earned the badges --something similar to this:  AND something that shows your name and points—similar to this: NOTE—if you already have Salesforce points, you should send two screenshots—one before you complete the module and one after, so the professor can see the increase in points. Make sure the screenshot includes your name

			
#4 Thurs. Feb 6	3	Trade	In class: 1/3 class—in pairs, looks at what causes/initiates tariffs 1/3—how tariffs work 1/3 – empirical outcomes of tariff Now mix groups and draw a cartoon explaining Identify one recent article on the pros or cons of tariffs.
#5 Tues. Feb 11	4	Social & Cultural Environments	Homework due before class: https://hypervsn.com/blog/cultural-threads-in-consumer-choices-unraveling-the-influence-of-culture-on-purchasing-decisions.html https://www.youtube.com/watch?v=TX0fUAhBAfc A classic story with humans
#6 Thurs. Feb 13		OPEN MINDS	In Class case with Italian Students!
#7 Tues. Feb 18	5	Political, Legal and Regulatory Environment	Homework due before class: Complete Salesforce training on US/California and EU privacy laws Trail Law You are to complete two (2) badges: 1. European Union Privacy Law Basics 2. California Consumer Privacy Act (CCPA) —Students need 2 badges and at least 600 new points for full credit---30 percent is your grade is the three modules and 70% of the grade is the points you earn Turn in a screen shot that shows you earned the badges and the new points. Make sure the screen shots show your INCREASE in badges and points as well as your name. That means that you will need to show a screen shot before you complete the work and after you complete the work.
#8 Thurs Feb 20	7	Segmentation, Targeting and Positioning	Homework due before class: Think about one of your happy/funny/awkward (but NOT sad) experiences in Italy & your travels this semester.

			Present it in “brand story” story telling format using a PPT slide to show the elements of a story. Be creative and have fun!
#9 Tues Feb 25	8	Importing, Exporting, Sourcing	Homework due before class: Read chapter 8 of the textbook. Create a glossary of 8 terms that you are unfamiliar with—the terms must be distributed throughout the text (they can’t all come from the beginning of the chapter) You should: 1) write the term (2) add the page number, (3) write the definition in your own words and (4) give an example.
#10 Thurs Feb 27	9	Marketing Entry Strategies	Homework due before class: Practice Exam
#11 Mon March 10	10	Branding	NO HOMEWORK THIS DAY In Class Exploring the 7 parts of a story Practice 1—“My travel week experiences”
#12 Wed March 12			Project work day
#13 Fri March 14		Midterm	EXAM 1
#14 Mon March 17	11	Pricing	
#15 Wed March 19	12	Channels of Distribution	Homework due before class: Exploring the 7 parts of a story --write a story about the company you toured
#16 Friday March 21	13	Communicatio ns	Homework due before class: What is going on with TikTok https://www.britannica.com/topic/TikTok https://www.cbsnews.com/news/tiktok-supreme-court-block-ban/ https://www.nytimes.com/2025/01/10/technology/tiktok-ban-app-users.html?smid=nytcore-ios-share&referringSource=articleShare

#17 Mon Mar 24	14	Communications	Cultural Quiz
#18 Wed Mar 26	15	Digital and AI	Homework due before class: Complete International SEO certificate from SEMRush In Class: What Will Happen to Marketing in the Age of AI? Jessica Apotheker TED
#19 Mon Mar 31			Project work day NO Homework due today
#20 Wed Ap 2		Catch up and finalize projects	
#21 Fri April 4		Final Projects Presentation	Graphic Novel and Mock Website Presentations in class Written assignment due by 11:59 PM
#22 Mon April 7		Debrief and prep for exam	There will be a graded in-class formal assignment to prep for the exam