Number of ECTS credits: 6

Contact Details for Professor

Instructor: Frank E. Billingsley, PhD
Office: Pleinlaan 5

Office Hours: TBD

Class Meets: TBD

Email: fbilling@vub.ac.be
Telephone: +324 71 91 46 71

Course Description

This course is an in-depth study of marketing principles as they relate to the international marketplace. Emphasis is on understanding the influence of internationalization on the world’s economy, the competitive pressures on the intensifying global markets, and the development of marketing plans tailored to reach international markets. Topics include the political, economic, legal, regulatory, and sociocultural trends affecting international marketing, the dynamic environments in which global marketing strategies are formulated, and the challenge of implementing marketing programs leading to competitive advantage.
Course Prerequisites

Third year standing is required or consent of the instructor.

This course is designed a final course in your Bachelors programming. This is a project-based course. It is not a lecture-based course, it is an interactive course, a student lead course, and you should have a working knowledge of Marketing. There are multiple presentations in this course. Attendance is required and mandatory. If you are not prepared to commit to the functioning of the course, I would advise you see your advisor immediately.

Learning Objectives:

LO-I. Acquire knowledge and understanding of
a. Business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing)
b. Firms and markets
c. The external environment
d. The international dimension of business
e. Entrepreneurship and innovation
f. Quantitative and qualitative research
g. General education

LO-II. Apply knowledge
a. Get acquainted with the academic literature and be able to locate pertinent and relevant information on a specific topic
b. Identify, analyze and solve a problem
c. Input data, generate and interpret results, and identify additional need for research
d. Apply the knowledge on the job

LO-III. Judgment
a. Being able to critically evaluate existing research, question the status quo, and provide alternative solution possibilities
b. Process and analyze data, using the appropriate tools
c. Recognize the international dimension of business
d. Assess how business decisions affect people and the internal and external environment
e. Assess whether business decisions are ethical

LO-IV. Communication
a. Write an analysis on a current issue in:
   -Business Ethics
   -Entrepreneurship
   -Leadership
   -Human Resources
   -Operations Management
b. Present and defend an issue orally
c. Participate in debates with peers
d. Present the results of an analysis to non-specialists

LO-V. Attitudes
a. Work independently
b. Work with others, take on responsibility and show leadership
c. Work in team with people from diverse cultures and backgrounds, to include the ability to work in virtual teams due to different locations of team members
d. Be curious, inquisitive
e. Develop an attitude of life-long learning
f. Acquire understanding of diversity
g. Be ethical, professional and self-critical
h. Develop to become a well-rounded, critical citizen

Course Schedule: TBD

Course Materials

Marketing Notes
Cases

Course Assessment

Students will be evaluated on the basis of their performance in the following areas:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Group Case Project</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Final Group Project and Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Individual Assessment</td>
<td>15%</td>
</tr>
<tr>
<td>Class Participation and Attendance</td>
<td>10%</td>
</tr>
</tbody>
</table>
**Grading Scale of Vesalius College**

Vesalius College grading policy, in line with the Flemish Educational norms, is now as stated follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Scale of 20</th>
<th>Scale of 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>17.0-20.0</td>
<td>85-100</td>
</tr>
<tr>
<td>A-</td>
<td>16.1-16.9</td>
<td>81-84</td>
</tr>
<tr>
<td>B+</td>
<td>15.3-16.0</td>
<td>77-80</td>
</tr>
<tr>
<td>B</td>
<td>14.5-15.2</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>13.7-14.4</td>
<td>69-72</td>
</tr>
<tr>
<td>C+</td>
<td>13.1-13.6</td>
<td>66-68</td>
</tr>
<tr>
<td>C</td>
<td>12.3-13.0</td>
<td>62-65</td>
</tr>
<tr>
<td>C-</td>
<td>11.5-12.2</td>
<td>58-61</td>
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<tr>
<td>D+</td>
<td>10.7-11.4</td>
<td>54-57</td>
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<tr>
<td>D</td>
<td>10.0-10.6</td>
<td>50-53</td>
</tr>
<tr>
<td>F</td>
<td>Below 50</td>
<td>0-49</td>
</tr>
</tbody>
</table>

**Additional Course Policies**

Late Assignments will be accepted with a grade reduction and prior approval. *You must email me in advance that you will be absence or email in advance with the reason for your late submission. If you do not email in advance I will not accept the late assignment.*

- 1 Day - 10% reduction off the original grade
- 2 Days - 20% reduction off the original grade
- 3 Days - 30% reduction off the original grade
- 4 Days - 40% reduction off the original grade
- 5 Days - 50% reduction off the original grade

a. No work will be accepted after the fifth day, since assignments are given in advance.

b. With a medical statement the work is due five days after the validation period of the medical statement.

**Grading Criteria**

**A. Midterm Exam:**

The midterm exam will cover all topics covered in class during the first six (6) sessions of the term. The exam will be in an essay form. This is a 10-page submission on a provided topic.
The midterm should be divided into four sections:

1. Introduction (1 page)
2. Discussion (3-4 pages)
3. Analysis (3-4 pages)
4. Conclusion (1-2 page)

B. Individual Essay:

You will write ten (10) typed pages related to your personal growth in this course.

Font must be Times New Roman-12, double-spacing, standard margins; when these rules are not followed you will receive an immediate point reduction.

The Essay should be divided into four sections:

1. Introduction (1 page)
2. Discussion (3-4 pages)
3. Analysis (3-4 pages)
4. Conclusion (1-2 page)

*Do not send your paper in PDF form and in all email subject line, please indicate assignment and last name, ex: Case 2 Smith; and save files with project and name.*

C. Group Case Project:

Each group will lead the class in a case presentation and discussion. It is up to the group to lead the class discussion. The presentation should be 30 minutes and the discussion should be 30 minutes. Think outside the box!

<table>
<thead>
<tr>
<th>Actions</th>
<th>Total 25%</th>
</tr>
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<tbody>
<tr>
<td>All Group Members Present</td>
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<tr>
<td>Presentation 30 minutes</td>
<td>7%</td>
</tr>
<tr>
<td>Depth Knowledge of Case</td>
<td>8%</td>
</tr>
<tr>
<td>Class Interaction/Question Time</td>
<td>5%</td>
</tr>
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</table>

D. Group Project Spring 2014: Serendip Spa

Each group will consist of 4-6 students.

The term project consists of developing a detailed business analysis for business development.
The group project has two objectives.

• First, it will help you to gain hands-on experience in applying what you learn in class to a realistic marketing situation.

• Second, it will give you experience working as part of a team. Briefly, the project will consist of identifying an unfulfilled market need and designing a new product to address and fulfill that need.

Your group will then be responsible for developing a marketing plan for the introduction of the new business in a specific region, country, or city. A class lecture will be devoted to introduce and discuss the project in more detail.

You can change your group membership until one week after the submission of your group project proposal, as long as you reach consent with your old and new groups and no more than six students in any group. After the deadline, any group break-up will result in a project failure. This is a Senior Seminar course; you need to learn to work through differences.

a. Proposal/Outline:

The proposal should include a thorough analysis of 1) the marketing environment around Spa’s and business associated with wellness, relaxation, and beauty, and 2) the current situation of the Serendip Spa, such as the problems and opportunities. You also should give the problem statement and your proposed solution for the problem in the proposal. Moreover, the proposal should include the divided work between group members and time lines for the completion of the project this is due in your presentation on February 28th.

b. Project Presentation:

Each group will also be required to give a formal presentation (approx. 15-20 minutes). After each presentation to the business team at Serendip Spa and they will ask questions or make comments, and then give an evaluation. Every member of the group is required to present.

c. There will be three elements to this project:

1. An academic paper of 20-pages (typed). Papers without academic references should not be submitted and the use of others thoughts or ideas must be cited. Double-Spaced, Times-New Roman 12-font, and Standard Margins. The paper must be free of grammatical and spelling errors.
3. A 15-20 presentation on your findings with PowerPoint Slides.
4. 10 minute question time for audience.
5. Melissa Rancourt to present Plan January 31st 10:00-11:30.
6. Melissa Rancourt will be present in class April 4th 10:00-11:30.

d. Academic Paper (20 pages):

1. Introduction (1-3 pages)
   A. Company Assessment
   B. Evaluation of Locality
   C. Introduce your location
2. Discussion (7-8 pages)
   A. Customer Base: Who is the target market?
   B. Why are Spa’s important?/Work-life Balance
   C. Practical: Local estimated rent, utilities, insurance, etc.
   D. Other like business in your area?
   E. SWOT/Analysis
3. Analysis (7-8 pages)
   A. Marketing Plan
   B. Budget: Detailed Plan from a marketing budget of €10,000.00
   C. Acquisition: Estimated cost of acquisition
   D. Recommendations
4. Conclusion (1-3 pages)

e. Business Report (5 pages):
This is a summation of your academic paper. Be concise and precise!

1. Introduction (1 page)
2. Discussion (1 pages)
3. Analysis (2 pages)
4. Conclusion (1 page)

<table>
<thead>
<tr>
<th>Actions</th>
<th>Total 30%</th>
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<tbody>
<tr>
<td>Attendance on January 31st</td>
<td>3%</td>
</tr>
<tr>
<td>(individual)</td>
<td></td>
</tr>
<tr>
<td>Outline Presentation February</td>
<td>3%</td>
</tr>
<tr>
<td>28th</td>
<td></td>
</tr>
<tr>
<td>Business Report</td>
<td>7%</td>
</tr>
<tr>
<td>Academic Paper (individual)</td>
<td>10%</td>
</tr>
<tr>
<td>Presentation</td>
<td>5%</td>
</tr>
<tr>
<td>Peer Evaluations</td>
<td>2%</td>
</tr>
</tbody>
</table>

f. Peer Evaluation:

Each group member will have an opportunity to give the evaluations of the participation of other group member at the end of the project. All members of the group typically receive the same grade for group project. When one member does not comply with standards a lower grade is warranted.
g. Project Layout:

Please ensure that you present your project in a high quality fashion. I will not accept papers not placed in a folder, binder, etc. This includes both the academic report and the business report. Be creative!

E. Participation and Attendance

Attendance is Mandatory! A total of 10% of your overall grade will be based on intelligent participation in case discussions, response to direct questioning, etc. Volume of participation may not be rewarded, unless within it remarks and questions which are directed to exploration of issues pertaining to the session’s material. Course attendance is required and if you are not present (regardless of reason) you will lose your points for the day.

F. Additional Course Policies

1. Use of Electronics:

   A. The use of computers will not be permitted! There will be no warning given to students found with an open computer, Ipad, Notbook, Smart Watches etc...you will be asked to leave the class immediately and lose all points for the day (including participation, quizzes, exams, and assignments). The only exceptions will be for in class work on designated days.

   B. Mobile phones are to be turned off! If your mobile phone rings in class please turn it off immediately. If you are caught talking on your mobile or texting during class (and I can see you texting under your desk)...you will be asked to leave the class immediately and lose all points for the day (including participation and assignments). There are never exceptions, even when working in class.

   C. In addition, ALL other electronic devices are not permitted in class.

   D. This is not open for discussion or debate under any circumstances.

2. Never use “I” in a written response, I am not asking for your opinion, I am asking for a researched response.

3. Tardiness is not acceptable!

4. If provided course time is not utilized to its fullest potential, I reserve the right to discontinue course time for project work and I will provide a lecture with associated assignment.

G. Academic Honesty Statement

1. Academic dishonesty is NOT tolerated in this course.

2. Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism are therefore serious breaches of academic integrity.
3. Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

4. If you refer to someone else’s work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

Course Schedule

Week 1  Marketing Concepts
January 24  Introduction to Marketing

Week 2  International Marketing
January 31  8:30-10:00 Building on the Concepts of International Marketing
           10:00-11:30 Melissa Rancourt, Owner Serendip Spa
           Melissa will present the foundation for your term project.
           **Attendance is REQUIRED! If you miss this presentation it could seriously affect your term grade!**

Week 3  Market Planning/Project
February 7  Develop Business Marketing Plan
           Group Assignment/Location Assignments
           Melissa and I will determine groups

Week 4  Project Outline
February 14  Project Plan: What is expected!
            Group Case Allocation

Week 5  Group Meetings
February 21  Individual Group Meetings

Week 6  Project Outlines
February 28  Project Outline is Due
            Class Presentation of your Group Outline (15 minutes)

Week 7  No Class
March 7  Mid Term Exam Due via Email by 11:30

Week 8  Marketing Plans
March 14  Lecture 8:30-9:45
         Class Discussion Case: Infiniti 10:00-11:00
**Week 9**  
**Marketing Strategy**  
March 21  
Lecture 8:30-9:45  
Group 1 Presents Case: Adidas 10:00-11:00

**Week 10**  
**Customer Focus**  
March 28  
Group 2 Presents Case: Nestle 8:45-9:45

**Product Lunch/SWOT**  
Group 3 Presents Case: Hewden 10:00-11:00

**Week 11**  
**This will be a touch base session bring your questions and plan to work in class! Mandatory Session!**  
April 4

**Week 12**  
**International Marketing**  
April 25  
Group 4 Presents Case: Enterprise Rent A Car 8:45-9:45

**Marketing Research**  
Group 5 Presents Case: Kellogg’s 10:00-11:00

**Week 13**  
**Projects are due: Both Academic Paper and Business Report**  
May 2  
No Class-But you will need to present your projects to me by 10:00! I will leave Vesalius at 10:30 to present your Business Reports to Melissa Rancourt.

**Week 14**  
**Metro Stop Louise/Tram Stop Place Stephanie**  
May 9  
**Final Presentations** (8:30-11:30)  
Serendip Spa  
18 Place Stephanie  
1050 Ixelles

**Presentation Schedule:**

- Group 1…………………………08:40-09:10  
- Group 2…………………………09:15-09:45  
- Group 3…………………………09:50-10:20  
- Group 4…………………………10:25-10:55  
- Group 5…………………………11:00-11:30

**Week 15**  
**No Class Finals Week**  
May 12  
Individual Assessments Due  
Peer Evaluations are Due