

## ***DRAFT SYLLABUS***

**Loyola College in Maryland  
Sellinger School of Business And Management  
GB 748: International Marketing: 2008 Chilean Study Tour**

### **Instructor:**

Gerard A. Athaide, Ph.D.

Associate Professor of Marketing

Office: 414 Sellinger Building

Fax: 410-617-2117

Telephone: 410-617-2858

E-Mail: gathaide@loyola.edu

### **Course Learning Objectives:**

The Chilean Study Tour is an experiential learning course. After completing this study tour, you are expected to:

- Define International Marketing
- Explain the relevance of marketing in Chile
- Understand the Chilean business environment
- Recognize the marketing strategies of local and international companies in Chile
- Understand Chilean culture

### **Required Readings and Materials:**

The text for this course will be a course readings booklet for sale in the bookstore. In addition, a set of course materials will be provided. It will include (a) travel information, (b) country and city information, and (c) site visit information.

### **Course Requirements:**

#### *I. Environmental Profile (Team deliverable)*

Each team will research and describe one component of Chile's business environment (e.g., socio-cultural, political/legal, economic, technological, etc.) in which multi-national or Chilean corporations operate. Further details will be posted on Blackboard and provided in your readings booklet.

- Each team will make a PowerPoint presentation of its findings on November 17<sup>th</sup>.
- Each team will provide hard copies of the presentation to the class and hardcopies as well as electronic copies to both instructors.
- Each team is expected to support the profile with recent data and complete references.

## *II. Company/Industry Profile (Team deliverable)*

We will visit companies representing specific industries (e.g., automotive, mining, etc.). Each team will research and describe a specific industry/company that we will be visiting. Further details will be posted on Blackboard and provided in your readings booklet.

In addition, each team will:

- Make a PowerPoint presentation of its findings on December 15<sup>th</sup>.
- Provide hardcopies of the presentation to the class and hardcopies as well as electronic copies to both instructors.
- Prepare a company summary which is approximately 1 page, double-spaced. Each summary will be posted on Blackboard for the rest of the class to access.
- Identify 4-5 questions that you would want to ask upon our visit to that firm. Each team should take the lead in questioning during the site visit for their company.

## *III. Daily Site Visit Assignment*

You will be responsible for completing a report on each site visit. This report will require you to reflect on lessons learned from each site visit attended. Further details will be posted on Blackboard.

## *IV. Class Participation and Conduct*

Perhaps the best way to enhance the overall learning environment is to fully participate (after all, this is an experiential course!) and conduct yourself responsibly. I place a premium on respecting those around you at all times and being on time for everything! In addition, I expect you to comply with the Study Tour Guidelines and the Sellinger School Code of Conduct for International Study Tours. You will be evaluated as follows:

Professionalism (100 points): You are expected to complete/submit administrative requirements on-time and without repeated reminders. This includes copies of your passport page, signed waiver forms, airline seating preference forms, and business cards. In addition, you are expected to act and dress professionally at all times while in Chile (as you would on a business trip for your company) and to adhere to all Study Tour Behavioral Guidelines.

Class Attendance and Participation (70 points): You are expected to attend all four course sessions. In addition, you are expected to read all assigned materials, answer assigned study questions, and come to class prepared to participate in class discussions.

Site Visit Attendance and Participation (80 points): You are expected to attend all site/company visits. In addition, your participation grade will take into account your conduct at the company

visit. You are expected to read assigned materials on the industry/company prior to the site visit and to ask thoughtful questions. You have primary responsibilities at the company site on which your team made its presentation. These responsibilities include presenting “gifts” to the host company (we will provide you with the gifts), contributing to a successful question/answer session, and writing follow-up thank you letters.

#### *V. Final Examination (Individual deliverable)*

The final examination will be held on Saturday, January 12<sup>th</sup>. It is an open notes examination. The final examination will allow you to integrate the site visit and cultural learnings with the class room readings.

#### **Student Evaluation:**

Environmental Profile and Team Presentation	150 points
Industry/Company Profile and Team Presentation	200 points
Class Participation and Conduct	250 points
Daily Site Visit Assignments	200 points
Final Examination	200 points

Grades will be determined by the following final point totals:

A	930 points and above	A-	900 points and above
B+	870 points and above	B	830 points and above
B-	800 points and above	C+	770 points and above
C	730 points and above	C-	700 points and above
D+	670 points and above	D	630 points and above
F	Less than 630 points		

#### **Course Schedule:**

Class # 1: **Relevance & Importance of International Marketing & Chile**  
Nov 3

##### Readings:

1. Sheth, Jagdish N. and Atul Parvatiyar (2001), “The antecedents and consequences of integrated global marketing,” *International Marketing Review*, 18 (1) 16-29.
2. MontGras: Export Strategy for a Chilean Winery.

Class #2: GB 748/GB 779 Joint Class

November 17

## **The Chilean Business Environment**

### Reading:

Madapati, Ravi (2003), "Chile: Latin America's Star Performer,"  
Hyderabad, India: ICFAI Knowledge Center.

### Video:

Doing Business in Chile

## **Environmental Profile Presentations**

Class #3:  
December 1

## **Standardization versus Adaptation in International Markets**

### Readings:

1. Loyka, Jeffrey J. and Thomas L. Powers (2003), "A Model of Factors that Influence Global Product Standardization," *Journal of Leadership and Organizational Studies*, 10 (2), 62-72.
2. Theodosiou, Marios and Leonidas C. Leonidou (2003), "Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research," *International Business Review*, 12, 141-171.
3. Bianchi, Constanza (2006), "Home Depot in Chile: Case Study," *Journal of Business Research*, 59, 391-393.

Class #4:  
December 15

GB 748/GB 779 Joint Class

## **Industry/Company Presentations**

## **Lessons Learned/Tour Logistics**

### Reading:

Rohter, Larry (2003), "What's Doing: In Santiago," *The New York Times*,  
December 21.