



KIIS Austria Program, Summer 2023

MKT 324: International Marketing

Instructor: Dr. J. Ian Norris

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Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description:

(from WKU catalog): Theory, concepts and practices of firms engaged in various levels of international marketing. Emphasis placed on developing marketing strategies consistent with environmental opportunities.

A specific theme of the course will be travel and tourism marketing in an international environment. We will focus intentionally on the kinds of services and experiences that tourists and visitors consume when traveling: Arts and entertainment, dining and lodging, sports, and events. Bregenz provides an ideal location. Bregenz is a launching point for tourist excursions on the beautiful *Bodensee* (Lake Constance), the greater *Bregenzerwald* forest, and the Austrian and Swiss Alps. The city holds the world-famous *Bregenzer Festspiele*, an internationally acclaimed summer arts festival. The highlight is a floating opera stage on the lake. Finally, Bregenz is surrounded by historic and well-preserved medieval towns (for example, Feldkirch, Austria, and Lindau, Germany) and within easy distance of world-class cities such as Munich and Vienna. The course will take full advantage of class excursions and field experiences to provide a first-hand account of the wonderful tourism opportunities in the region to inform and supplement class instruction.

Likely field experiences will include

- A visit to the BMW museum in Munich and a possible tour of BMW's Munich production plant
- A tour of the floating stage in Bregenz, which hosts the internationally renowned opera festival *Bregenzer Festspiele*
- Visits to local/regional artisans, such as cheesemakers in the *Bregenzerwald* (forest foothills around Bregenz)

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes:

- Apply the basic principles of marketing—product, price, promotion, and distribution—to products, services, and ideas in the global environment (quizzes, case discussions, tourism marketing project)
- Analyze the marketing environment of real business organizations operating internationally (tourism marketing project, case discussions, field experiences)
- Develop a deep understanding of a specific international market and communicate that understanding to others (tourism marketing project)
- Implement effective marketing strategy based on concepts and principles from class (tourism marketing project)
- Develop excellent written and oral business presentation skills (tourism marketing project)

4. Major Topics covered in the Course:

1. International trade environment
2. Economic environment
3. Sociocultural forces
4. International marketing research
5. Segmenting, targeting, and positioning
6. Marketing mix—pricing and channel strategy
7. Brands and product decisions
8. Marketing communications

5. Fulfillment of General Education Requirement: This course counts as an elective toward any Business concentration at Berea College and will also fulfill the International (Western) Perspective. Please check with your own institution as to how the course will transfer into your program of study.

6. Required Readings and Materials: Readings will consist of cases and articles posted to Google classroom. There is no required text.

7. Graded Assignments:

Tourism marketing project. The major course project will be a strategic plan for marketing and branding tourism in a destination of your choice. The only requirements are that *the city or destination you choose must be a place you plan to visit while in the program.*

Throughout the course, you will conduct research on the marketing macroenvironment in order to better understand the city (and country's) sociodemographic characteristics, natural and cultural resources and attractions. When you visit the destination, you will conduct informal market research by visiting some of these attractions, making observations, and having informal conversations with customers. The project will culminate in a written marketing plan that proposes a promotional and branding strategy designed to build a strong and sustainable tourism industry.

Points will be assigned based on 1) contributions to each class session for the assigned topic and 2) a presentation and written report that will be completed on the final class day.

A more detailed assignment and rubric will be provided.

Quizzes. In lieu of exams, there will be short quizzes each and every class period over the assigned reading and/or lecture/discussion content from the previous class period. These will generally be in the range of 4-6 questions per quiz.

Discussion and participation. Some class days we will have field experiences that may include tours of facilities or talks with local and regional business managers. Some of these experiences will involve travel, either as part of the program, or as assigned based on your own travel itineraries. You are expected to attend and participate fully in each excursion and discussion. In many cases, class assignments will be incorporated into these experiences for which you will receive course credit.

Grade Evaluation.

Tourism marketing project: 40%

Quizzes: 30%

Class assignments: 20%

Participation: 10%

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full

academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Assistant Director, Maria Canning, or KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-

5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.