



## KIIS Netherlands Program, Summer 2024

### MKT 324: International Marketing

**Instructor:** Dr. Ismail Karabas

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**Instructor's office hours:** On site and by appointment

*Syllabus subject to change*

**1. Course Description:** In this course students will have the opportunity to learn international marketing with a focus on the Netherlands. Social and cultural environments, branding and product decisions, global marketing communication, and segmentation, targeting, and positioning are among the topics students will study. More specifically, students will apply topics such as Hofstede's cultural dimensions, marketing mix analysis of popular brands, standardization vs. adaptation strategy, the services marketing environment with a focus on establishments like restaurants, unique targeting and positioning of known brands, and conduct mock focus groups to collect Dutch consumer insights for a product new to Dutch market. This enjoyable and unique learning and traveling opportunity can also contribute toward satisfying students' degree requirements as International Marketing tends to find an equivalence in most business curriculum.

### 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:** By the end of the course students will be able to:

- Integrate the various facets of marketing covered in other marketing, businesses, and general education courses and apply these concepts to a comprehensive view of global markets
- Understand the components of Dutch market
- Solve problems involving unstructured situations with incomplete information
- Communicate effectively, especially in multicultural conditions

**Text:** *Global Marketing* by Warren J. Keegan and Mark C. Green (9<sup>th</sup> ed., 2017). Pearson/Prentice Hall. ISBN-13: 9780134129945. (8<sup>th</sup> and 10<sup>th</sup> editions are also accepted.)

#### **4. Major Topics and Required Readings:**

Chapter 4: Social and Cultural Environments

Chapter 6: Global Information Systems and Market Research

Chapter 7: Segmentation, Targeting, and Positioning

Chapter 10: Brand and Product Decisions in Global Marketing

#### **5. Graded Assignments:**

##### ***Pre-departure:***

-Citing at least 2 sources, submit a 1-2 page (single-space, 12 font) report on the Netherlands using several global metrics such as: Economic, social, and political environment; consumer purchasing power, GDP, import/export, inflation, unemployment rate, role of tourism in the economy, and so forth.

##### ***Post departure:***

##### Scavenger hunt:

-Review the product/market growth matrix and take pictures of brands in the Netherlands to find an example for each of the 4 types of growth.

##### Oral presentation/discussion:

-Market entry idea: A 10-minute individual/group oral presentation on establishing an American company (which is not in the Netherlands yet) in the Netherlands. Students are welcome to use any material (e.g., ppt) but it is not expected. A written report is not necessary.

-Individually or as a small group, discuss (orally present) 1 observation in the Netherlands that applies to each of 6 [cultural dimensions of Hofstede](#) (power distance, individualism, masculinity, uncertainty avoidance, long-term orientation, indulgence).

-Services: Compare dine-in restaurants in the US vs. the Netherlands. What are the main similarities and differences?

## Written:

-Individually or as a group, conduct a mock focus group with 2-3 locals to gain insights for market entry into the Netherlands by a Turkish company selling handmade socks/slippers. Students will be given a couple samples of these socks (1-page, single space).

-Find examples for the standardization vs. adaptation spectrum; one on each side and discuss pros and cons (1-page, single space).

-Conduct a marketing mix analysis of a popular Dutch brand (1-page, single space).

-Compare segmentation, targeting, and positioning strategy of a popular US brand between US and the Netherlands (1-page, single space).

## **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](mailto:maria.canning@wku.edu), to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, [haley.mctaggart@wku.edu](mailto: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 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](mailto:ena.demir@wku.edu)) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / [michael.crowe@wku.edu](mailto:michael.crowe@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/eeo/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.