

1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

Ferris State University students participating in the International Marketing and Advertising Program will attend the prestigious 56th Annual Cannes Lions International Advertising Festival in Cannes, France as student delegates. Delegates will learn from the best strategic and creative marketers and advertisers in the world.

Students will learn the latest global trends, topics, skills and tips from world and industry leaders in thought and innovation. Students will experience global cultures and interrelationships that will foster diversity and "global consciousness" by attending this conference with over 10,000 delegates from over 90 countries and viewing the best creative and strategic integrated marketing communication work submitted from over 70 countries.

Learning outcomes will include student directed learning with guidance from the professor related to specific course and major special topics of Media, Creativity, Production and Strategy from over 50 seminars and 25 interactive workshops.

Please see the attached schedule from 2008 for example of itinerary subjects / topics and the attached course related syllabi for specific outcomes. Important industry networking events for students also take place throughout the week.

The International Advertising Festival is the only gathering of the world's advertising, creative, direct marketing, interactive, media and marketing communities. The Festival is also a celebration of creativity and is the Oscar's of advertising and marketing and takes place soon after the celebrated film festival.

During the Festival week, participants can see over 5,000 commercials, 3,500 outdoor ads, 6000 print ads, 1200 websites, 900 online ads, 800 media solutions and 1200 direct marketing entries. All media in a foreign language have a translation or description in English so students will be able to interpret the culture of the international work on display.

Students will be required to post journal entries and assignments to blogs and micro-blogs daily to demonstrate their understanding of material covered at the seminars and workshops and to share their personal global cultural experience.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix Number Title

b. Courses to be Deleted From FSU Catalog:

Prefix Number Title

c. Existing Course(s) to be Modified:

Prefix Number Title

d. Addition of existing FSU courses to program

Prefix Number Title

e. Removal of existing FSU courses from program

Prefix Number Title

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

NEW COURSE INFORMATION FORM
See Sample – Limit to Two Pages Please

Course Identification:

Prefix:	Number	Title
MKTG	490	Special Topics

Course Description:

International Marketing & Advertising Ferris State University students participating in the International Marketing and Advertising Program will attend the prestigious 56th Annual Cannes Lions International Advertising Festival in Cannes, France as student delegates. Delegates will learn from the best strategic and creative marketers and advertisers in the world.

Students will learn the latest global trends, topics, skills and tips from world and industry leaders in thought and innovation. Students will experience global cultures and interrelationships that will foster diversity and "global consciousness" by attending this conference with over 10,000 delegates from over 90 countries and viewing the best creative and strategic integrated marketing communication work submitted from over 70 countries.

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Students will be required to post journal entries and assignments to blogs and micro-blogs daily to demonstrate their understanding of material covered at the seminars and workshops and to share their personal global cultural experience.

Course Outcomes and Assessment Plan:

See Attached Syllabus for Objectives: The broad goal of this course to provide a view of international marketing and impress students with the importance of becoming globally aware. These goals set the boundaries and scope of the course. The teaching objectives are to:

1. Provide students with a broad picture of the global environment within which business marketing operates today and into the future.
2. Give students an appreciation of how the globalization of world markets and the internationalization of U.S. business and U.S. markets influence all functions of business including marketing.
3. Illustrate the scope of integrated advertising and marketing communications approach with international marketing.
4. Show the importance of one's self-reference criterion in assessing international issues and understanding global culture.
5. Illustrate the stages of becoming international and the international marketing concepts used in international marketing management...
6. Insight into effective marketing messages targeted to various international market segments.
7. A foundation in advertising design, media selection and message strategies.
8. Understanding of the integration of consumer and trade promotions, personal selling, database marketing, customer relationship management, public relations, sponsorship programs, and Internet marketing.

**Course Outline including Time Allocation:
See Attached Syllabus**

Week 1

Chapter 1: The Scope and Challenge of International Marketing

Chapter 2: The Dynamic Environment of International Trade

Team Project - Students select countries subject to review and approval by the instructor. Assignment I—Guideline for a Cultural Analysis

Week 2

Assignment #1 Due – Case 1-3 Coke & Pepsi Learn to Compete in India
Chapter 3: History and Geography–The Foundations of Culture

Week 3

Chapter 4: Cultural Dynamics in Assessing Global Markets

Chapter 5: Culture, Management Style, and Business Systems

Week 4

Assignment #2 Due – Case 2-5 Coping w/Corruption in Trading with China

Chapter 6: The Political Environment: A Critical Concern

Chapter 8: Developing a Global Vision through Marketing Research

Week 5

Chapter 9: Emerging Markets

Chapter 10: Multinational Market Regions and Market Groups

Week 6

Assignment #3 Due - Case 3-1 Krispy Kreme Doughnuts going Global?

Chapter 11: Global Marketing Management: Planning and Organization

Chapter 12: Products and Services for Consumers

Week 7

Assignment # 4 Due – Case 4-4 Blair Water Purifiers India

Chapter 13: Products and Services for Businesses

Chapter 14: International Marketing Channels

Week 8

Chapter 16: Integrated Marketing Communications and International Advertising

Team Presentation – Marketing Plan

June 19 – June 28, 2009 – 56th International Advertising Festival

Ferris State University
College of Business
Department of Marketing
**MKTG 490: Special Topics – International
Marketing and
Advertising Program**

Professor: Dr. William J. Ward a.k.a. DR4WARD
Office: BUS 335
Phone: 231-591-2479
E-Mail: Dr4ward@ferris.edu
Office Hrs: 12-1 PM Monday and Wednesday
2-4 PM Monday

Other times are available by appointment.

Required Textbook: Cateora, Philip and Graham, John (2007). International Marketing (13 edition) New York, NY: McGraw-Hill Irwin ISBN# 0-07-283371-8

The purpose of this course is to study the cultural environment and dynamics of international marketing, promotion and advertising including: the International Marketing and Advertising Mix Environment, the Cultural Environment, Coordinating and Controlling International Marketing /Advertising, and the Creative Strategy, Design and Execution of Advertising Media in the International Arena.

The highlight of the program is attending the prestigious Cannes Lions International Advertising Festival in Cannes, France after studying International Marketing and Advertising.

Objectives: The broad goal of this course to provide a view of international marketing and impress students with the importance of becoming globally aware. These goals set the boundaries and scope of the course. The teaching objectives are to:

1. Provide students with a broad picture of the global environment within which business marketing operates today and into the future.
2. Give students an appreciation of how the globalization of world markets and the internationalization of U.S. business and U.S. markets influence all functions of business including marketing.
3. Illustrate the scope of integrated advertising and marketing communications approach with international marketing.
4. Show the importance of one's self-reference criterion in assessing international issues and understanding global culture.
5. Illustrate the stages of becoming international and the international marketing concepts used in international marketing management...
6. Insight into effective marketing messages targeted to various international market segments.

7. A foundation in advertising design, media selection and message strategies.
8. Understanding of the integration of consumer and trade promotions, personal selling, database marketing, customer relationship management, public relations, sponsorship programs, and Internet marketing.

Assignments – Pre-Departure

Assignments are due at the beginning of the class period; no late assignments will be accepted. No make-up exams will be given, except in cases of a documented emergency or serious illness. You must contact the professor in advance if you have any challenges attending a class.

Assignments – Festival Attendance

Student directed learning with guidance from the professor for development of itinerary related to specific course and major special topics of Media, Creativity, Production and Strategy from over 50 seminars and 25 interactive workshops.

Students will be required to post journal entries and assignments to blogs and micro-blogs daily to demonstrate their understanding of material covered at the seminars and workshops and to share their personal global cultural experience.

Weekly Quizzes:

Weekly review quizzes are posted to (FSU Connect). These quizzes must be taken by Noon on Friday.

Email Response:

Every effort will be made to return email in a timely manner. During the week I frequently check my email up until 8PM. Any emails received after 8PM will be responded to after 9am the next morning. Beginning Friday at 6PM email will not be checked until Sunday after 8PM.

Course Grading:

Your grade will be based on your performance on a variety of tasks this semester. In addition to preparing the required reading for the week, there will be daily assignments to reinforce the concepts from your reading. To assist you in preparing for the exams, there will be weekly quizzes over the course material.

1. Case Studies (and class participation): 10%
 2. Online Weekly Quizzes 10%
 3. Outside Speakers / Activities - 10%
 4. Country Notebook – Marketing Plan Presentation – 20%
 5. Attendance at the Cannes Lions International Advertising Festival 50%
- Assignments will be given at the Festival.

Grades will be available on FSU Connect. It is your responsibility to monitor your grades on Blackboard and provide immediate feedback in the case of any discrepancy. Final grades will be assigned as follows:

Course Schedule:

Please note that every effort will be made to stay on the defined schedule, however the instructor does reserve the right to make changes during the course of the semester. It is the students' responsibility to make any announced changes to this syllabus whenever necessary.

COUNTRY NOTEBOOK - A GUIDE FOR DEVELOPING A MARKETING PLAN
WRITING GUIDE, INTERACTIVE MAP, INTERNATIONAL RESOURCES, VIDEOS
Team Project - Students select countries subject to review and approval by the instructor.

Assignment I—Guideline for a Cultural Analysis

Assignment II – Economic Analysis

Assignment III – Market Audit and Competitive Market Analysis

Assignment IV – Preliminary Marketing Plan

Week 1

Chapter 1: The Scope and Challenge of International Marketing

Chapter 2: The Dynamic Environment of International Trade

Team Project - Students select countries subject to review and approval by the instructor. Assignment I—Guideline for a Cultural Analysis

Week 2

Assignment #1 Due – Case 1-3 Coke & Pepsi Learn to Compete in India

Chapter 3: History and Geography—The Foundations of Culture

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Chapter 4: Cultural Dynamics in Assessing Global Markets

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June 19 – June 28, 2009 – 56th International Advertising Festival

CREATE NEW COURSE
Course Data Entry Form

FORM F

Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 200905 Examples: 200801(Spring), 200805(Summer), 200808(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix

MKTG

b. Number

490

c. Enter Contact Hours per week in boxes.

LECture LAB INDEpendent Study – Check (x)

Practicum: Seminar:

d. Course Title: Special Topics – International Marketing & Advertising

e. College Code: BU

f. Department Code: MKTG

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes No

n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

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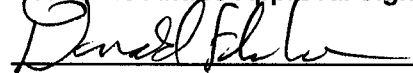
p. Term(s) Offered: SU (See instructions for listing.) q. Max. Section Enrollment: 12

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. None.

UCC Chair Signature/Date:

_____ / /

Academic Affairs Approval Signature/Date:

 6/20/08

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __

GENERAL EDUCATION APPROVAL FORM

Form G plus justification of the General Education designation being sought must be sent to the General Education Coordinator (preferably electronically). The criteria for each designation can be found FSU General Education website:

<http://www.ferris.edu/HTMLS/academics/gened/gened.html>

Upon review, the form below will be completed by the **University General Education Committee** for the courses that will meet General Education requirements. The form must be included in the proposal packet.

Course Prefix: MKTG **Course Number:** 490

Course Title: Special Topics : International Marketing and Advertising
G. E. Codes Requested: G

G.E. Codes: G=Global Consciousness; R=Race/Ethnicity/Gender Issues; S=Social Awareness; C=Cultural Enrichment; W=Writing Intensive; Z=Scientific Understanding

Initiator: Bill Ward **Date Sent:** 9/29/08

Proposal Contact: 2479 **Email:** dr4ward@mac.com

Department: Marketing **Campus Address:** College of Business 335

Please Print

University General Education Committee: _____

Chair: _____ **Date Returned:** _____

Based upon University General Education Committee review on _____(date), we

Support the request to designate the course listed above as a _____(insert Gen. Ed. Designation(s).)

Do not support the request to designate the course listed above as a _____(insert Gen. Ed. Designation(s) for reasons listed below.

Comments:
