



Course BA 3372.001 Export Market Development
Professor George Barnes (Senior Lecturer, School of Management)
Term Fall 2009: Aug 25-Dec 1
Meetings Tuesdays 4-6pm – SM 2.115

Professor's Contact Information

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Other Information

Faculty member in School of Management, International Management Studies, and Director, Global MBA Online program. Corporate positions in international business with Citibank (in Middle East) and Mobil Oil. Consulting on market entry and investment-attraction strategies. Cross-cultural training to prepare business persons selected for overseas assignments. Affiliations with international trade associations. Masters degree from the Fletcher School of Law & Diplomacy, Tufts University.

General Course Information

Pre-requisites, Co-requisites, & other restrictions None (Marketing Management and/or International Business helpful)

Course Description

Survey of factors affecting export markets: examination of free trade vs strategic trade; trade protectionism; role and influence of the WTO; impact of global trade agreements (e.g., NAFTA, EU); supply chain management; logistics and distribution challenges; and trade finance. Export Market Development focuses on the process of internationalizing business activities through exports. This course is unlike international marketing in several ways: exporting is the only entry mode considered; there is greater emphasis on trade policies and trading blocs which influence export market selection and penetration; and minimum attention is given to broader dimensions of international marketing. In addition to government influences on trade, the emphasis for export marketing is on selecting target markets, channel management, product adaptation, export pricing and payment, trade finance and logistics.

Learning Outcomes

Students will demonstrate understanding of export marketing by:
-becoming familiar with Internet export research resources
-preparing an export market entry plan
-demonstrating understanding of key international trade and export marketing concepts on exams and case study analyses

Required Texts & Materials

1-*The Export Marketing Imperative*, by Czinkota, Ronkainen, and Ortiz-Buonafina (publisher Thomson, 2004)
2-Excerpt **export payments** from *International Financial Management*, Jeff Madura (Thompson Southwestern, 2003)
3- *Guide to Export-Import Basics*, published by ICC (see selected Units)

- Recommended Readings**
- 1- Supplemental readings at WebCT course site (e.g., Expansive & Contractible market selection in Unit 6)
 - 2-Excerpt on **hedging** from *Multinational Business Finance*, Eiteman and others (Addison Wesley, 2001) for Unit 8

Assignments & Academic Calendar

[Topics, Reading Assignments, Due Dates, Exam Dates]

Assignments

Case study

One individually-prepared case study analysis (1-2 pages, typed, double-spaced) responding to the questions associated with each case available at WebCT course site within the applicable Unit. Case grading: 1 point for submitting on time; 3 points each for the three questions (full credit on second question only if question 1 answered correctly). See Academic calendar for due dates.

Participation

Participation consists of attendance (strongly recommended and monitored using ungraded quizzes), class discussion, and brief verbal report to class on an Exporter's Tool Kit topic. Class discussion opportunities include case studies and interactive exercises.

Research project

Groups of 4 students will write an export entry plan, taking the role of an export market entry consultant advising a product manufacturer. Project may not be done by one individual therefore collaboration and cooperation are essential. This is truly a research-oriented project.

Each group will be guided by the following specific phases:

First, choose a country from the following list:

*Brazil, Chile, Mexico, Spain, Poland, Turkey, Egypt,
South Africa, India, South Korea, Taiwan, China*

Second, choose a **manufactured** product (not a service or commodity) to be exported from the U.S. The product is not an actual brand name product, but it is likely that similar products are being offered in target market. One approach to product selection is to consult the Country Commercial Guide (CCG) at NTDB: Leading Sectors/Best Prospects for U.S. Exports section.

The product may fit any of the following categories:

- a consumer product
- industrial product
- component that goes into the assembly of a finished product.

(Not eligible manufactured products: cell phones, petroleum/mining equipment, airplanes, passenger vehicles and trucks.)

Organization – organize the report into the following specific sections:

A. Product description - Brief (one long paragraph, less than one page) description of the product (product and any unique features should match the needs of the targeted segment, see Section C.)

B. Product demand – it is essential to establish the demand for a product to support an export market entry plan. This section is about justifying the specific product’s demand. Use data from U.S. government sources, exports from other countries (perhaps based on data about non-U.S. manufacturers who produce and export the same product), and local manufacturers in the target market of the same/similar product. This quantifiable evidence of demand eliminates any unsupported assumptions or intuitions.

C. Target segment – what subset, or segment of end-users in the country will you target with this product? If similar products are already being offered, it may be necessary for a new exporter to differentiate both the product and the target end-users. Note that the end users are not necessarily the individuals or organizations that buy from the export manufacturer because in exporting it is typical that the manufacturer deals with channels of distribution to reach the end-users. (Selecting the appropriate channel member is the topic of Section E.) Provide data: demographics, size of end-user group(s), purchasing power, number and distribution of targeted institutions if end-user is an organization instead of an individual, or various combinations. The target segment ties in directly to product demand (Section B).

D. Product-specific regulations

1) Identify at least 3 regulations affecting the specific product (examples may include product standards, testing requirements, tariffs, government pricing regulations, product disclosure regulations, etc.). ***Note that export documents are not considered to be product-specific regulations in the context of this project.***

2) Describe at least one adaptation to physical product or its pricing that will be necessary because of one of the regulatory influences.

E. Channel member

Typically, an export manufacturer will deal with a channel member within the target market. Examples are distributor, agent, company sales branch, procurement department of a government agency, or local manufacturer (if export is a component sold to a finished goods manufacturer). What type of channel member within the market will you use? Justify your choice using the following channel member determinants: customer characteristics, product characteristics, control issue, and capital/cost considerations (see Unit 10 on Channel Management for guidance).

Note: this section is not about shipping the product to the country (logistics)

Sources (last page)

Minimum requirements are

-Country Commercial Guide (CCG) for your country

-one ISA (Industry Sector Analysis) or IMI (International Market Insight) – both at NTDB, or similar marketing report. For sources from the Internet, clearly identify name/title of report/survey/article, author/institution, date, as well as URL.

Research tools:

- WebCT course site: Homepage: Project
- Library project research orientation (see Academic calendar for date)
- See also similar step-by-step process in *Export Market Screening: Using Secondary Data*, text pages 22-24.

Preliminary plan (due anytime but no later than October 6)

Submit to instructor by email (either UTD or WebCT):

- names of group members
- name of country (multiple groups may select the same country)
- brief description of manufactured product
- brief justification of product's demand potential and targeted end-users
- identify one source in the correct format

Written report (due November 24) - typed, double-spaced, 1" margins, 12 point font; 7-8 pages of text (sections A-E), plus Sources page. Report may be longer if supplemented by relevant tables, figures or graphs. Footnotes are not required.

Evaluation guidelines

It is NOT recommended that groups approach this project by assigning each group member one section and then just pasting sections together. Instead, consider having a lead organizer/editor supported by several research specialists. Report must display internal consistency section by section, each section building on and being consistent with the previous section. Grade will be based on how well report responds to the specific questions for each section, including quality and use of research data, analysis, and coverage of each section's objectives.

Evaluation of project

Group: each member of group should submit confidential peer evaluation, assigning points to each member including self for a total of 100 points (for example, 2 members of a group who believe one group member let them down might individually submit a peer evaluation with scores of 30-30-30-10). Consider research effort, cooperation, presence at and contributions to meetings. Peer evaluation form is available at Project Research icon on home page of WebCT course site).

Instructor: feedback will be on evaluation form (see sample at website's Project Research icon) to be supplemented by comments in report.

Examinations

There will be 3 exams: the first two during a 75 minute class period, and the third exam on the final class day. Exams are not cumulative. Review topics and sample essay questions are posted at course website within the 3 Modules. Multiple choice self-tests are available in the WebCT Assessments function. Course material covered by each exam is shown in the Academic calendar (below). Bring scantron card (50 questions) to each exam.

Academic calendar F09

Date	Unit	Topics	Assignments/other
Aug 25	- 1	Introduction: syllabus/WebCT course materials Exporting and motivations	<i>Introduce Exporter's Tool Kit assignment</i>
Sep 1	2	Global structure for trade	<i>Project groups selected</i>
Sep 8	3	Governments in international trade Ethics case class discussion	<i>Library sign-up Submit tool kit choices</i>
Sep 15	4	4:00 Export market research and assistance 5:00-6:00 Project research briefing (in Library)	<i>Exporter's Tool Kit topics assigned</i>
Sep 22	1-4	4:00 Export Readiness (optional) 5:00 Exam #1	
Sep 29	5	Export entry modes and intermediaries Video: Dominoes pizza franchising	
Oct 6	6	Export market selection and segmentation	Project plan due
Oct 13	7	Product adjustments Video: Branding	Daewoo case (Unit 7)
Oct 20	5-7	4:00 Services exports (optional) 5:00 Exam #2	
Oct 27	8	Export pricing, price quotations and foreign currency pricing	
Nov 3	9	Export payments and trade finance Interview: Coface	Coastal case (Unit 8) Tool Kit topics
Nov 10	10	Managing channels of distribution Video: Cretors Co. exporting popcorn products	Chaebol case (Unit 9) Tool Kit topics
Nov 17	11	International transportation and logistics Export documentation	Tool Kit topics
Nov 24		Exporting problems for solution in class	Seagate case (Unit 11) Tool Kit topics Project due
Dec 1	8-11	Exam #3	

Course Policies

Grading (credit) Criteria	<table border="1"> <tr> <td>Exam 1 or 2 (best grade)</td> <td>25%</td> </tr> <tr> <td>Exam 3</td> <td>30%</td> </tr> <tr> <td>Group project</td> <td>20%</td> </tr> <tr> <td>Individual case</td> <td>10%</td> </tr> <tr> <td>Participation -Exporter's Tool Kit 5% -Attendance*/discussion 10%</td> <td>15%</td> </tr> </table>	Exam 1 or 2 (best grade)	25%	Exam 3	30%	Group project	20%	Individual case	10%	Participation -Exporter's Tool Kit 5% -Attendance*/discussion 10%	15%
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	<p>* each unexcused absence after the first one will result in a deduction of one point from attendance</p> <p>Numerical grade correlation (no rounding up)</p> <p>Grade of A = 91+</p> <p>A- 89.1-90.9</p> <p>B+ 85.1-89</p> <p>B 81-85</p> <p>B- 79.1-80.9</p> <p>C+ 75.1-79</p> <p>C 71-75</p> <p>C- 69.1-70.9</p> <p>D+ 65.1-69</p> <p>D 60-65</p> <p>F below 60</p>										
Make-up Exams	Students may request a make-up exam no later than one week <u>prior</u> to the scheduled exam; instructor will approve or disapprove on the merit of extenuating circumstances subject to agreement on a mutually acceptable make-up time.										
Second chance case	A second case study may be submitted after the first case has been graded if any student wants to try to improve the case grade. Maximum substitute case grade 9/10.										
Late Work	Generally not accepted, but if exception is made, maximum grade is 80. No late case study assignment is accepted once it has been discussed in class.										
Class Attendance	Strongly encouraged as there will be interesting participative exercises, videos, case study discussions and occasional attendance checks using ungraded review quizzes.										
Classroom Citizenship	Please arrive on time to avoid disrupting class; turn off cell phones and pagers; do not sit in the last two rows.										
Student Conduct and Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the</p>										

	<p>procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
<p>Academic Integrity</p>	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
<p>Email Use</p>	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
<p>Withdrawal from Class</p>	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>

<p style="text-align: center;">Student Grievance Procedures</p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<p style="text-align: center;">Incomplete Grades</p>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
<p style="text-align: center;">Disability Services</p>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p style="text-align: center;">The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations.</p>

	<p>Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<p>Religious Holy Days</p>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
<p>Off-Campus Instruction and Course Activities</p>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

These descriptions and timelines are subject to change at the discretion of the Professor.

WebCT online course site

This course is available in WebCT, an online software platform supported by UTD. The online dimension is intended to enhance your learning and participation experience. Go to the following URL: <http://elearning.utdallas.edu> and log on using your UTD-assigned Net-account User ID and password; click on this course. Student who don't currently have a Net ID account, please initiate your account at: <http://netid.utdallas.edu>. For help: call computer help desk 972-883-2911, or email assist@utdallas.edu. For 24/7 UTD eLearning support, please go to: <http://www.utdallas.edu/elearninghelp>.

For WebCT getting started information including technical requirements and browser configuration on using WebCT, please see this page on UTD Distance Learning web site: <http://www.utdallas.edu/oeo/distance/webct/index.html>.

Features of your WebCT course website this semester

- Syllabus
- Calendar (Instructor will post key dates, and students may personalize Calendar with "private" entries)
- Course materials
 - 1) Modules (3) with applicable Units, self-tests, review topics and sample essay questions
 - 2) Units within modules with lecture slides, supplemental readings, and cases
 - 3) Project information
- Communications
 - 1) in Discussions, Main Topic for questions about the course that concern all students, and may be answered by students and/or Instructor
 - 2) Course announcements (for use only by Instructor)
 - 3) Chat rooms which students may use to have text-based real-time discussions
 - 4) Private Discussion area for project teams to use for communicating, exchanging files
- Student tools
 - 1) My Progress
 - 2) My grades