



MK 220/320 MARKETING IN LATIN AMERICA
IES Abroad Buenos Aires

DESCRIPTION:

This is a 200 / 300 Marketing course intended for business and non-business students interested in cross cultural Marketing and Marketing communications planning, addressing urban Latin American markets.

Differences among Latin American countries challenge generalizations. Thus, foreign professionals working in the continent have to resort to analytical skills in order to identify the way these differences, as well as cultural and sociological traits, affect Marketing decision-making.

Thus, there is a strong emphasis in analytical skills focused in the analysis of market and local macro environmental social and cultural variables and the way they influence the demand of goods and services.

Regarding market analysis, the course stresses means and ways in order to identify values and belief systems from a social and anthropological point of view, due to the fact that in many Latin American countries aspects of modernity express themselves through market activities.

Students completing this course can work as assistants to marketing professionals specialized in Latin American markets.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:

- Lectures will be based on readings; these will be the basis for class discussions.
- All readings are available in the course's site in Moodle.
- Periodic reviews of access to readings will be done; students will be informed if access to readings is not registered by Moodle's Activity Log.
- There are two types of assignments:
 - Class assignments: these assignments are designed for students to apply concepts reviewed in class. They involve class activities and / or short fieldwork based in fieldtrips or other activities.
 - Market Research assignments: there are five assignments, one for each part of the course.
- These assignments involve secondary data research (Assignment N° 1), the identification of a marketing problem and a market research problem (Assignment N° 2), writing a marketing research project (Assignment N° 3), fieldwork and analysis (Assignment N° 4) and the presentation of a final report (Assignment N° 5), which is the final exam.
- All assignments are designed in order to explore subjects and concepts beyond those of reading materials; thus, as mentioned, following reading and assignment guides as well as conceptual creativity is required for the successful completion of the course.
- Critical thinking is key: discussions based in reading assignments contributes to your grade.
- Assignments will be evaluated based on formal aspects, the application of concepts and the inclusion of pertinent, actual and valid data duly sourced (this does not rule out Wikipedia as far as data is supported by valid, updated, reliable sources. I.E. data and information published by scholars, multi lateral organizations and institutions will be considered a plus vis a vis Wikipedia).
- There are no makeup assignments in the case of failed assignments.
- Timings dedicated to activities are as follows:



- o Lectures: 50 %
- o Class activities: 50 %

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation - 33%
- Midterm and Final - 33%
- Assignments - 33%

Course Participation

“Class participation” means: no late attendance, no distractions, no mis use of technological devices needed to complete assignments during class, not falling asleep, lack of contribution to discussions, no questions asked on topics covered in this syllabus as well as questions pertinent to contextual variables affecting marketing and business activities, proof that readings and other assignments are being completed, no constant complaints on issues and the active contribution by students in order to overcome problems, no chatting in class or other proof of unduly conduct, as well as any other behavior which is considered disruptive by any other member of IES Buenos Aires Academics or IES Buenos Aires Academic Coordinator.

Submission of assignments is obligatory.

Make-up tests nor extra credit assignments are scheduled for this course.

Grading Scale

A	93-100%
A-	90-92.9%
B+	87-89.9%
B	83-86.9%
B-	80-82.9%
C+	77-79.9%
C	73-76.9%
C-	70-72.9%
D+	67-69.9%
D	63-66.9%
D-	60-62.9%
F	Below 60%

Please refer to the Course’s Code of Conduct in order to access detailed information on grading criteria and conduct that might affect your grades.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Conduct basic market analysis through exploratory designs in order to detect marketing problems
- Know how to observe and interpret reasons behind cultural and social variables affecting the demand of consumer goods through easy-to-access tools
- Need to relate the satisfaction of needs and wants with local values and belief systems
- Identify values and belief systems for particular segments
- Know how to do basic calculations on economic data easily found in the internet affecting the demand of products and, by extension, marketing plans
- Relate findings with marketing mix planning
- Set the grounds for business strategies targeted to Latin American markets

ATTENDANCE POLICY:



Attendance and punctuality are mandatory. Attendance record will be done through Moodle. Any legitimate reason for not attending class or a field work activity (medical emergency, etc.) must be referred directly to the Academic office (not to the instructor) with proper documentation. Students who miss a class due to medical reasons need to get and present a certified doctor's note and turn this in to the Academic Affairs office. Without that note, the absence will not be excused.

Students will be marked as absent if they arrive 15 minutes or more after the course starting time.

Format

The course was designed as a seminar: this means that reading and applying concepts is key for learning. Class activities include lectures, guest speakers, discussions on readings, fieldtrips, fieldwork and presentation of assignments.

Please be aware that this course resorts to Moodle in order to submit assignments, publish reading material and supervise the fulfillment of academic duties.

Not accessing to Moodle is recorded by the LMS. Activity logs will be reported in case the system shows no activity by part of students.

Assignments

Assignments were designed in such a way students can explore subjects and concepts beyond those of reading materials; thus, following reading and assignment guides as well as conceptual creativity is necessary for the successful completion of the course.

This course allows a maximum of 2 (two) absences.

Please be aware not attending classes due to transportation problems (i.e. buses or planes not arriving in time) won't count as an excuse. Plan your trips carefully.

Every unexcused absence after the maximum allowance will lower half a point of the student's final grade (for instance, from "A" to "A-", from "A-" to "B+" and so on). It is the students' responsibility to keep up to date on their absence total.

CONTENT:

Unit	Content	Assignments
Unit 1	Marketing Basics - Syllabus description - Course organization - Core concepts of Marketing: needs, wants and the consumer decision making process - What is Marketing planning - The marketing mix and the need for adaptation	- An overview of marketing Lamb - Ch. 1 - Strategic Planning for Competitive Advantage Lamb - Ch. 2 - Social Responsibility: Ethics and the Marketing Environment Lamb - Ch. 3 - Consumer Decision Making Lamb - Ch. 5 - Assignment N° 1
Unit 2	Marketing research applied for the identification of cultural traits affecting consumption and marketing activities - Data and information sources - Research designs and their relation with managerial decision-making - How to carry exploratory research	- Problem Definition, Exploratory Research and the Research Process McDaniel / Gates – Ch. 3 - Qualitative Research McDaniel / Gates - Ch. 5 - Assignment N° 2

Unit	Content	Assignments
Unit 3	Argentina's and Latin American marketing environment - Macro-environmental variables and Latin America affecting business - Local culture and the adaptation of the marketing mix	- Cultural dimensions and consumption: Time, Space, Interaction Usunier / Lee - Ch 2 - Cultural dimensions and consumption: Mindsets and Behaviors Usunier / Lee - Ch. 3 - Assignment N° 3 - Midterm test: please refer to Moodle for instructions and due dates
Unit 4	Products, Brands and Positioning - Segmentation patterns, strategies, bases and procedures - Positioning and differentiation: the role of products, price, place and promotion - Product types, positioning and consumer behavior	- Segmenting and the Target Market Lamb – Ch. 7 - Product Concepts Lamb – Ch. 9 - Marketing Channels Lamb - Ch. 12 - Pricing Concepts Lamb - Ch. 17 - Assignment N° 4
Unit 5	The Communication Mix: Advertising, PR, Direct Marketing and Personal Sales - Integrated Marketing Communications (IMC) - The promotional mix in cross cultural environments - The strategic concept, its integration, execution and activation	- Integrated Marketing Communications Lamb – Ch. 14 - Language, Culture and Communication (optional) Usunier / Lee – Ch. 12 - Intercultural Marketing Communications 1: Advertising Usunier / Lee – Ch. 13 - Intercultural Marketing Communications 2: Personal Selling, Networking and Public Relations Usunier / Lee – Ch. 14 - Assignment N° 5 - Week 16 - Final examination week

REQUIRED READINGS:

- De Mooij, Marieke (2004). Consumer Behavior and Culture. Sage, Thousand Oaks. Lamb, Charles W., Hair, Joe F. and McDaniel, Carl (2012). Marketing. Cengage Learning.
- Lamb, Charles W., McDaniel, Carl and Gates, Roger (2007). Marketing Research with SPSS. Wiley, Chicago.
- Usunier, Jean-Claude and Lee, Julie Anne (2009). Marketing Across Cultures. Financial Times / Prentice Hall, Edinburgh Gate, Harlow, Essex.

RECOMMENDED READINGS:

- De Soto, Hernando (1998). The Other Path: The Economic Answer to Terrorism. Basic Books, New York.
- Nakata, Cheryl (2009). Beyond Hofstede: Culture Frameworks for Global Marketing and Management. Pelgrave Macmillan, London.
- Schultz, Don E. and Barnes, Beth E. (1999). Strategic Brand Communication Campaigns. NTC Books, Chicago.
- Spradley, James P. (1980). Participant Observation. Harcourt, Brace, Jovanovich, Orlando, Florida.



- Smith, Paul and Pulford, Alan (2001). Strategic Marketing Communications. Kogan Page, London.