

**Marketing 475**  
**Marketing Strategy in Latin America**  
**Summer 2010**

Summer 2010; Instructor: Dr. Massoud Saghafi, Office: SS 3133, Email: [msaghafi@mail.sdsu.edu](mailto:msaghafi@mail.sdsu.edu).

**Text:** Reading packet available at CalCopy  
**Cases:** Available at CalCopy

### **Course Objective**

The objectives of this is (1) to provide a general conceptual understanding of the international marketing environment in Latin America and (2) using an on-site visit, match the theory and the practice of international business in Latin America.

### **Students Learning Outcome**

Students who successfully complete this course will be able to:

1. Understand differences between doing business at home and in Latin America.
2. Apply conceptual knowledge of cultural, economic, political and legal to analyze international marketing differences between home and global international markets with a Latin American focus.
3. Adapt marketing strategy to comply with foreign market conditions.
4. Develop plans to market products to Latin America; select the most appropriate entry method into each of those markets.
5. Develop an actionable international marketing strategy including pricing, advertising, distribution and product strategy for American products and services into the Latin American markets.

### **Course Structure**

This is a four-unit course and is a combination of on campus and in-travel lectures and educationally-related field trips in South America in addition to completing the other course requirements. The course assignments consist of projects, cases, readings and tests. The first set of lectures (10 hours) will be scheduled pre-travel and will serve as an introduction to history, topography, etiquette, politics, legal, economics, trade, finance and culture of Latin America. The second set of lectures (20 hours) will be focused on Chile and Argentina and will closely complement the field trips and hands-on learning. The first project is due after the lectures prior to travel and requires secondary data. The second and third project are due while in Latin America. The last project will be due post travel and will focus on the learning resulted from the site visits. Projects will be conducted in teams and will be discussed further in class. All students must participate in ALL lectures, projects and the trip to Latin America. The test is all essays and will cover the lectures, the readings and the class discussions. The final grade is based on the following formula: Projects 60%, Participation: 20%, tests: 20%.

## Approximate Course Organization

Meeting	Topics	Readings
<b>I. SDSU</b>		
<b>Meeting 1: 1300-1620</b>	Orientation & overview of history, topography and etiquette of Latin America	TBA
<b>Meeting 2: 1300-1620</b>	Introduction to history and politics of Chile & Argentina	
<b>Meeting 3: 1300-1620</b>	Introduction to economics of Chile & Argentina MERCOSUR and other international & regional trade treaties	
<b>Project 1 (ten pages, secondary data) is due prior to departure</b>		
<b>II. Chile</b>		
<b>Meeting 4: 0900-1200 (first working day in Chile)</b>	Introduction to trade structure of Chile & its export industry: Wine, fishing and minerals	
	Export-Import Laws & Regulations and Public Policy Issues	
<b>Meeting 5: 0900-1200 (third working day in Chile)</b>	Integrated marketing environment of Chile from an American exporter's perspective: culture, policy, legal and economic environment.	
<b>Meeting 6: 1000-1200 (fifth working day in Chile)</b>	International marketing Strategy Meeting: What can America export to Chile & how?	
<b>Project 2 (five pages-analysis of marketing in Chile) is due on the last day in Chile</b>		
<b>III. Argentina</b>		
<b>Meeting 4: 0900-1200 (first working day in Argentina)</b>	Introduction to trade structure of Argentina & its export industry: Wine, agriculture and meat	
	Export-Import Laws & Regulations and Public Policy Issues	
<b>Meeting 5: 0900-1200 (third working day in Argentina)</b>	Integrated marketing environment of Argentina from an American exporter's perspective: culture, policy, legal and economic environment.	
<b>Meeting 6: 1000-1200 (fifth working day in Argentina)</b>	International marketing Strategy Meeting: What can America export to Argentina & how?	

**Meeting 7: 1000-1400 (last working day in Latin America)**

**Concluding brainstorming session:** International marketing Strategy Meeting: The differences & similarities if marketing in USA and Latin America. How can American companies win Latin American markets?

**Project 3 (five pages-analysis of marketing in Argentina) is due on the last day in Argentina**

**IV. SDSU**

**Test (3 hours) Date to be determined**

**Project Guidelines**

1. Use font 12, one inch margin on all sides, double-space all text.
2. Maximum 5 (projects 2 and 3) or 10 (project 1) pages excluding the cover page, tables, charts, graphs, figures, citations.
3. All attachments (item 2 above) should be placed at the end in an appendix.
4. Each team delivers only one paper.
5. Cover page should identify the project title, students' names and the date.