Course Introduction

Most organizations today recognize that engagement with markets in developing countries is essential to maintaining healthy growth. South Africa is a pivotal economy on the African continent, and is seen as the gateway to the rest of Africa.

Students will be exposed to the challenges and extremes of marketing in an emerging market. They will meet and interact with a variety of local business leaders.

Concurrent cultural exposure will embed students’ encounters in relevant contexts, culminating in an indelible and valuable educational experience.

Course Objectives

- Understand major macro-environmental factors in global markets
- Develop skills to adapt marketing strategies to specific international market needs observing local constraints
- Apply basic marketing concepts to understand specific challenges and constraints of an emerging market
- Appreciate a range of social responsibility and ethical issues
- Sensitivity to a developing market’s mixture of sophisticated infrastructure and poorly developed resources
- Sensitivity of local (African) markets to global events
- Positive attitude to unfamiliar cultural practices

Course Prerequisite
Marketing Concepts (MKTG 3110) preferred but not required

Student Expectations
Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- Oral presentation skills - compose and deliver comprehensive and concise report
- Report writing - compose and present systematic, professional reports
- Oral response skills - ability to think on your feet
- Social skills in business settings - essential ‘cocktail circuit’ skills
- Flexibility to deal positively with differences and surprises deriving from unfamiliar cultural practices
Reading materials
All reading material is optional; you may come up with your own materials in lieu of the reading/movie listing below. However you choose to do your preparation (reading, movies, etc.), make sure it is done before leaving home on this trip. There will be no time to do it there.

GENERAL

B2B

COMPUTER SALES

POVERTY & NGOs

SUPERMARKETS / RETAILING

TOURISM & HOTELS
Anthony, Lawrence & Graham Spence, “The Elephant Whisperer” Thomas Dunne/St Martin's Press, April 2009 THIS IS AN AMAZING BOOK, QUICK & EASY READ, PERFECT FOR THE LONG FLIGHT.
Arden-Clarke, Charles, Luigi Cabrini, Helene Rey, Deidre Shurland, Erika Harms “Green Economy and Trade” Chapter 7: Tourism, Trade, Policy and Planning Unit United Nations Environment
Programme, May 6, 2013

WINE SALES & EXPORTS
“Record year for wine exports” South Africa.info and Wines of South Africa, Jan. 15, 2014
http://www.southafrica.info/business/trade/export/wine-20140115.htm#VylRdlDGko

MOVIES
• Blood Diamond
• Cry the Beloved Country
• District 9
• Invictus
• Long Walk to Freedom
• Searching for Sugarman
• The Gods Must be Crazy
• Tsotsi
SUPPLEMENTAL TOPICS
1. The Marketing Mix in Africa
2. Impact of South African history & geography on current marketing climate
3. Consumer behavior in developing countries
4. Market segmentation in a country of extremes
5. Bottom-of-the-Pyramid marketing opportunities in Southern Africa
6. Ethical business practices in South Africa
7. Impact of technology on marketing in South Africa

Course Structure
A combination of personal study, discussions, field trips, meetings with business and industry leaders, written assignment and an oral report will be used to achieve the objectives of this course.

Attendance
100% attendance is required. Practice professional conduct. Tardiness is unacceptable and inconsiderate.

Grading

- Preliminary readings/movies/topics: 25%
- Worksheets for daily visits: 15%
- In-depth preparation on one topic: 15%
- Interview based on journal: 20%
- Final paper: 25%

Grade Distribution

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>lower than 60</td>
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1. Preliminary readings / movies / topics (25%)
1-page summary about what you learned (double-spaced) from this article/movie OR 1-page paper about any one of the Supplemental Topics
5 articles/movies/topics, each worth 5% (5 x 5%)
- Submit via Moodle before leaving home.
- DUE: May 20, 2016

2. Preparation in depth about 1 business, either external or internal profile (15%)
STUDENTS WILL SIGN UP FOR THESE AHEAD OF TIME, TO AVOID OVERLAPS.
2-3 pages, double-spaced briefing to be presented informally and verbally to the group before visiting that business
External profile includes external variables that affect this business, e.g. political factors, economy, laws and regulation, etc. (macro environment)
Internal profile includes internal variables characterizing this business, e.g. management, culture, competitors, middlemen, etc. (micro environment)
- Submit orally on the day we study your selected business
- DUE: May 22, 2016

3. Worksheets on businesses we visit; developed versus developing countries (15%)
1-page worksheet for each business we visit
- Submit completed paper forms for instructor review. These will be returned for completion of South African elements.
4. **Journal of South African experience – interview (20%)**
While students are encouraged to keep journals, these will not be handed in for grading. Instead there will be a 15-minute interview with the instructor at the end of the course, based on the impressions and sentiments recorded in the journal.
- Oral individual interview
- DUE: June 2-4, 2016

5. **Final paper (25%)**
Informed by your visits to various businesses in South Africa, discuss ways in which marketing in a developing country (South Africa) is similar to a developed country and ways in which marketing is very different. Either focus on a particular business or present a general discussion. Whenever you make claims and express opinions, be sure to substantiate them with facts you have learned or observations you have made.
4-6 pages, double-spaced, references additional
- Submit via Moodle after returning home.
- DUE: June 11, 2016

**Course Etiquette**
Inappropriate behavior in the classroom and on field trips distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web at inappropriate times, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor’s responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others.

**Electronic Devices**
Use of cellular phones and similar devices are not permitted during stationary class time, unconventional though class time is on this course. Laptop computers may be used to take notes during class, as long as this does not distract you or other students.

**Quality of Work**
The expectation is for professional quality work both in terms of content and presentation.
- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, take advantage of the free services of the Writing Resource Center for the final paper when you return home.
- You are graded in this course (and likewise judged in the ‘real’ world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>May 22</td>
<td>General discussion</td>
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<tr>
<td></td>
<td>Preparatory discussion: Industrial equipment (B2B) Marketing</td>
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<tr>
<td>May 23</td>
<td>Visit: Barloworld for the day</td>
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<td>Evening event with local businesspeople</td>
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<td>May 24</td>
<td>Preparatory discussion: Retail banking in South Africa</td>
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<td>Field trip: retail banks</td>
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<td>Visit: Barclays (Absa)</td>
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<td></td>
<td>Touring in Johannesburg (Apartheid Museum)</td>
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<td>May 25</td>
<td>Preparatory discussion: Consumer market for computers/devices in South Africa</td>
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<td>Field trip: computer stores</td>
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<td>Visit: Core Group (Apple in Africa)</td>
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<td>May 26</td>
<td>Travel from Johannesburg to Cape Town</td>
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<td>Visit: Table Mountain</td>
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<td>May 27</td>
<td>Preparatory discussion: Supermarkets in South Africa</td>
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<td>Field trip: supermarkets</td>
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<td>Visit: Pick n Pay</td>
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<tr>
<td>May 28 – 29</td>
<td>Touring in Cape Town and surrounding area (Cape Point, city walking tour, Waterfront, Robben Island)</td>
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<td>May 30</td>
<td>Preparatory discussion: Poverty and NGOs in South Africa</td>
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<td>Visit: Uthando</td>
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<td>Evening event with local businesspeople</td>
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<td>May 31</td>
<td>Preparatory discussion: Hotels and hospitality industry in South Africa</td>
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<td>Field trip: hotels</td>
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<td>Visit: Protea Fire and Ice! (Marriott)</td>
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<td>June 1</td>
<td>Preparatory discussion: Wine industry &amp; exports from South Africa</td>
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<td>Field trip: specialty store, grocery store observations</td>
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<td>Visit: Hamilton-Russell Vineyards</td>
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<td>June 2</td>
<td>Travel from Cape Town to Hoedspruit to Kapama Private Game Reserve</td>
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<td></td>
<td>On safari</td>
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<td>June 3</td>
<td>On safari</td>
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<td>Journal interviews begin.</td>
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<td>June 4</td>
<td>On safari</td>
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<td>Journal interviews conclude.</td>
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<td>Travel home</td>
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UNIVERSITY POLICIES & CLASSROOM EXPECTATIONS

Academic integrity: All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

http://www.legal.uncc.edu/policies/ps-105.html

Statement on Diversity: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Accommodations for Disabilities: In accordance with University policy and in compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.