



Seattle University

MKTG 4940-01 / 5940-01: Topics in International Marketing

Italy Study Tour

Summer 2025 Syllabus

Instructor: Professor Andrea Holtan, LCB, PMP - Office: Piggott - 428

Class Meeting Times: August 27 -September 6, 2023 Class Location: Sansepolcro, Italy

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Office Hours: Thursdays 1:30 – 3:30 and by appointment.

Required Readings: “The Culture Map”, by Erin Meyer

HBR Course Packet - TBD

Other Requirements: All Students are required to complete the Study Abroad Pre-departure online training.

Library Resources: <https://www.seattleu.edu/library/>

“Nobody can discover the world for somebody else. Only when we discover it for ourselves does it become common ground and a common bond and we cease to be alone.” — Wendell Berry

Arriving at the end of August and early September of the Study Tour in Italy are important in that we arrive in the Tuscan town of Sansepolcro at the start of an important festival, the Palio. This is an important cultural time in Tuscany and only happens once a year. Businesses are slower so we can schedule time to meet with these different businesses and there are several important cultural events, including flag throwers, crossbow tournaments and jousting tournaments. International Business is influenced by history and culture, and this is a unique experience for our SU students.

COURSE DESCRIPTION: This course is an overview of current international marketing topics and concepts with an emphasis on the EU / Italy. The intent is to explore a number of topics related to international trade including emerging issues facing global marketers. Rather than an exhaustive approach, it is intended that this course will bring a number of topics to your attention, which you may wish to pursue further.

The Italy Study Tour is a key component of addressing the continued expansion of globalization and Seattle University's emphasis on preparing our students to engage globally.

COURSE CONTENT:

SPRING 2025

One 2.5-hour class session before departure discussing the marketing, economic climate, leadership and political history up to the present time of the EU and specifically Italy.

May 23 (Friday) 5:30-8:00 (Location TBD)

Summer 2025

Two 2.5-hour class session before departure discussing the marketing, economic climate, leadership and political history up to the present time of the EU and specifically Italy.

June 18 (Wednesday) 6-8:30 (Location TBD)

July 16 (Wednesday) 6-8:30 (Location TBD)

August 6 (Tuesday) 6-8:30 (Location TBD)

In Italy: Analysis of world cultures and customs in business

Analysis of Italy's place and position in the EU and world economics.

Analyze and experience the marketing techniques used in Italy and how Italian companies market their products and services. Compare and contrast to the US and the student's culture.

Meetings with executives in Italian companies.

Project analyzing different Italian companies' strengths, challenges and opportunities in business

Experience being immersed in the Italian culture

COURSE LEARNING OBJECTIVES

Skills

- Analyze international marketing problems/opportunities and apply marketing concepts for solutions
- Sharpen critical thinking skills, Knowledge, Ability to articulate the international marketing environment, Increase your understand how marketing may be adapted based on global situations
- Develop culturally sensitive thinking
- Consider ethics and the social responsibility aspects of marketing and its actions

Affective Goals

- Obtain a belief in one's ability to learn and apply new knowledge
- Advance intellectual tolerance and integrity
- Set personal goals for improvement and ask for help

Social Goals

- Work cooperatively and demonstrate a commitment to a group
- Learn from and value others

COURSE FORMAT

Spring Quarter we will meet for lectures, discussion, readings, in-class experiences and prior to departure. Lecture will be limited and class discussion emphasized. In Italy class members will lead class discussions on their Research Papers on the assigned topics. There will be visits to Italian businesses and guest speakers. Specific readings and assignments should be done before the trip and certain class times.

Read the assigned chapters and be familiar with all concepts before coming to class. Chapters / Topics are assigned for the day they will be discussed. Note that lectures will complement but not repeat the text information.

I will be using Canvas to facilitate class communication. Assignments, grades, and current information will be posted on the class website.

COURSE READING

The Culture Map by Erin Meyer 2014 / 2015

ISBN: 978-1-61039-276-1

HBR Course Pack / Articles – (TBD)

Assignments and Grading – Spring 2025

Class Participation	50%
Homework	50%

ASSIGNMENTS AND GRADING – Summer 2025

Homework / Reading Reflections	20%
Research Paper	20%
Industry Papers	15%
Participation	25%
Post Experience Reflection Paper	20%

*See Rubrics in Canvas Files

Evaluation: You are responsible for the assigned text readings, cases, and outside articles assigned. All written work done outside of class will be in a 12-point font and 1.5 spacing. Late work is not accepted.

Reflections and Homework: Prior to our departure we will have several classes together. During those classes we will be discussing the book, “The Culture Map” and other articles / cases together. We will be discussing many aspects of marketing in Italy and the EU. Please see assigned reflections on the readings and discussions in class.

Assigned Reading Reflections

Be prepared to turn in 4 observations and questions from the assigned readings in *The Culture Map*. Reflections will be due according to the schedule on Canvas. (Pre-departure)

Topic / Industry Research Paper with Presentation:

All students are to be prepared to complete a short 1 Page Research Paper and Present the topic in groups of 3-5. Assignments will be given prior to the July class and posted on Canvas.

Each group will be assigned a topic to research and create a short 10 minute presentation at the end of a class session in Italy. Topics might include but are not limited to: Wine, Olive Oil, Fashion, Pasta, Automobiles, Textiles, Banking, etc. You will look at the following:

- History
- Current Events / Top Companies in Italy
- Fun Facts

This assignment is an informative and a fun way to learn about a variety of Italian industries. You can prepare handouts or other creative ways to connect with your peers.

Comparison Research Paper and Presentation

This is a group research paper on *an international marketing topic* of particular interest to you! The topic must focus on Italy or Italy and the EU. You may choose a topic from the list on the Canvas site, or a different topic, but please check with me first. Your research paper is to be evidence based, clearly written and unambiguous. All content must be original and contain new and practical ideas. The style should demonstrate authority and expertise but be accessible to the wider audience. Your paper must include practical applications of the ideas and concepts within the paper. The research paper should be no longer than 6 pages (Undergrad) or 9 pages (Graduates), not including references and appendices. **Cite at least 8 (UG) 12(G) different references** from a variety of resources, both domestic and international. Besides US News sources a special effort should be made to review non-US sources of information. Examples of these include, but should not be limited to, *The Asian Wall Street Journal*, *Financial Times*, *Europa World Yearbook*, *Canadian Trade Index*, *The Economist*, *International Economic Integration* and sources of information specific to your country of interest. Use original sources, not encyclopedia type sources (especially Wikipedia), which are not original works. The purpose of this paper is for you to learn about a narrowly focused topic in some depth. You will be asked to give a 35 minute oral presentation on this paper to the class in Sansepolcro, Italy. See Rubrik in Canvas.

A list of possible topics is noted in the appendix to this syllabus. – This list contains suggestions and are to be a starting off point for you. When you pick a topic look to compare the topic in at least two different countries in the EU and the US

The Research Paper is due prior to departure in August. See Canvas for specific date (uploaded to Canvas) and your presentation on your research Paper will be presented in Italy. No technology is available for your presentation. You may bring other handouts. Be creative to keep your audience engaged.

Bring copies of the paper for all students to review in Italy. There are no places to make copies so please prepare in the US and bring to Italy.

Late work will not be accepted.

Final Personal Reflection Journal: (1.5 spacing, 12 Font,– quality not quantity) This will count for both Marketing and Management courses. You will need to upload a separate copy into each course on Canvas.

Reflect on what you are taking away from this study tour combining what you have learned through the readings, project, your research paper and other’s papers, company visits, and cultural experiences. Discuss the impact on the way you approach business and the effect on you as a business professional.

A.) Daily Journal that you will record your thoughts for the day. I highly suggest completing your journal entry daily in Italy. Focus on the business meetings, museum visits, local interactions, research paper presentations, and all your experiences of the day and what are your major takeaways. **A listing of activities without reflection of learning and integration of topics discussed will receive a lower grade** (Daily entries should be 1-2 paragraphs max.) 1.5 Spacing, 12 Font

B.) Final Summary Entry will be the following:

You do not need to answer these questions specifically, but they may help you think through what you experienced.

What was the most surprising thing that you learned in this class?

What confirmed or changed your thinking?

How has your view of international marketing and management changed or expanded?

How will this affect your career journey?

Personal Reflection Journal will be due about a week after the end of class in Italy. Please see Canvas for the exact due date.

Participation / Discussion

Engaged participation that brings value to the class discussion enhances the class for all attending. All students will bring their unique experiences and culture to the discussion. Many of you are working in businesses or have had business experience, and therefore have much to contribute to classroom learning. Please share your thoughts on the readings as well as how what we are learning in the class is relevant, or not, to your work environment. I will focus primarily on the quality of your input in grading class participation. I grade participation after each session. An unexcused absence will attract a zero score. Attending class without participating will not result in a full points.

Academic resources

My goal is to create a learning environment in which you can be incredibly successful. I will work hard to create and improve the learning environment throughout the quarter based on my own observations of the course and your feedback on what would help you learn more. In return, I ask and encourage you to make the most of this learning opportunity. Please take advantage of the academic support services

available to you at the university. Even if you have had excellent study skills in the past, it is easy to slip into suboptimal habits and these services can help you excel in your studies.

Library and Learning Commons

<http://www.seattleu.edu/learningcommons/>

Writing Center

The Seattle University Writing Center supports SU students from all levels of writing expertise, voices, experiences, and writing practices to achieve their writing goals. We seek to provide an accessible, anti-oppressive, and collaborative space for learning and growth through one-on-one peer consultations. The peer consultants are also students who engage in intensive study and hands-on practice to provide thoughtful feedback and to share writing strategies. Consultations are available at any stage of the writing process, from brainstorming, organizing, and developing rough draft to revising and editing in later drafts. The Writing Center offers appointments in various modalities: in-person and online, synchronous, and asynchronous. Please visit <https://www.seattleu.edu/writingcenter/> to learn more about the Writing Center. You can schedule an appointment and select an available modality through <https://seattleu.mywconline.com/>

Learning Assistance Programs

Learning Assistance Programs (LAP) provides peer tutoring, facilitated study groups, and learning strategy development through scheduled workshops and individual consultation sessions with a learning specialist. We offer these in various modalities (in-person, synchronous, and asynchronous), depending on university policy and LAP staff availability. Please visit our website <https://www.seattleu.edu/learning-assistance/> or e-mail us at learningassistance@seattleu.edu for the most updated information about accessing services.

Research Services

Need help with your research? Save time by starting with your Research Services Librarians. We are eager to help you at any stage of the research process. Contact us if you need help brainstorming keywords, using our databases, finding articles and books or sorting through the information you find on the internet.

Academic integrity tutorial

<https://www.seattleu.edu/academic-integrity/resources-for-students/>

All work must be original and no assignments may contain the use of AI in written content.

General course and university policies

Support for students with disabilities

If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disability Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

HEALTH SCREENING AND MONITORING

All of us in the SU community – students, faculty, and staff – must monitor for symptoms of illness and take appropriate steps to isolate from others should we become symptomatic of the flu or any illness. If you are not feeling well, let your professor know and stay home or wear a mask.

Face coverings

We will all wear face coverings consistent with SU’s [COVID-19 Face Covering Policy](#) (or as amended).

Change in Delivery of Instruction

SU reserves the right to change the delivery of instruction for courses without prior notice due to COVID-19 or other events.

Notice on Religious Accommodations

It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, Policy on Religious Accommodations for Students (<https://www.seattleu.edu/media/policies/Policy-on-Religious-Accommodations-for-Students---FINAL.PDF>).

Classroom norms

During our first class session, we will jointly create classroom norms (or “agreements”) to which we will all abide so that we have the most productive and positive learning environment. We will also revisit these norms regularly during the quarter/semester. Regular examples from previous years include that we agree to:

- Start and end on time
- Come to class prepared
- Participate actively in discussion
- Show one another courtesy, including when we disagree.

Missed classes

If you expect to be absent or to be late, please e-mail me beforehand (or as soon as possible). I will pass on your apologies to the group at the start of class.

If for any reason you do miss a class, be sure to obtain notes from one of your peers to catch up. If, after going over those notes and checking the readings for the class, you still have questions, please arrange to meet me during office hours to discuss. Remember to bring those notes with you so that we can work on your specific, focused questions.

Cell phones, laptops, and recording devices

So that we can all stay focused and get the most from our time in class, all cell phones – including my own – must be turned off except by prior agreement.

There will be a few opportunities during class to use your laptops and I will let you know when these occur. If you want to use a laptop, other mobile device, or recording device in class at any other time, you need to ask for permission in advance. There are very few instances where I will agree (such as an accommodation through Disability Services), and there are good reasons for this:

- Good note-taking skills are vital for you in your future careers: You can't always rely on technology being available, can't expect to be given prepared summaries or notes, nor can you afford the time to write everything long-hand. It's important that when you graduate, you have some good note-taking techniques and can differentiate essential facts from background information during a discussion. We will also discuss this in class.
- Using laptops can be a distraction, both for other students and for the instructor. The temptation to attempt to "multi-task" using technology in class can also be enormous, but to do so would be extremely discourteous to the entire class, and would be a waste of your own learning opportunity.
- Recording devices can make individuals feel less free to express themselves and can therefore constrain discussion.

Please be respectful of other students' time and commitment to their studies by not breaching this policy so that we don't end up in the embarrassing position of having to ask you to leave the class. If your phone does accidentally go off, I expect you to turn it off immediately, and not to answer the call.

Academic policies on the Registrar website

<https://www.seattleu.edu/redhawk-axis/academic-policies/>

Be sure that you understand the following university academic policies, posted on the Registrar's website:

- Academic integrity policy
- Academic Grading Grievance Policy

Grading procedures and policies

Attendance and participation expectations

Numerous research studies have shown that when students actively ask and answer questions, they take greater interest in the material, they clarify shared misconceptions, and they retain more information. I would like to see all of you actively participating in the learning process during discussion, interactive micro-lectures, and small-group work. Students are required to attend all class sessions, including those prior to departure and classes in Italy.

Participation grading rubric

	4	3	2	1
Criterion:	Positive attributes			
Finds ways to connect own comments to the comments made by other students in class.	Frequently	Occasionally	Seldom	Almost never
Answers questions in class posed by the professor or by other students OR	Frequently	Occasionally	Seldom	Almost never

offers helpful explanations when another student is confused.				
Uses language that is appropriate for the classroom and is courteous towards other students and the professor.	Frequently	Occasionally	Seldom	Almost never
Demonstrates that s/he is doing the reading through questions, answers and comments in class.	Frequently	Occasionally	Seldom	Almost never
Negative attributes				
Misses class.	Almost never	Seldom	Occasionally	Frequently
Shows up late to class.	Almost never	Seldom	Occasionally	Frequently
Exhibits disruptive behavior (e.g. interrupts others, falls asleep, dominates conversation, breaches class-generated norms, etc.).	Almost never	Seldom	Occasionally	Frequently

Grading scale

A	100–94	Excellent	B–	82–80		D+	69–67
A–	93–90		C+	79–77		D	66–63
B+	89–87		C	76–73	Adequate	D–	62–60
B	86–83	Good	C–	72–70		F	59 or less
							Failing

Submitting your assignments

All your assignments must be submitted through Canvas on or before the due date and time. If you are unable to do so (for instance, because you are sick), please email me and we can discuss. Late Assignments will receive a 10% deduction per day they are late.

Formatting your assignments

It is important that your work is clearly presented and easy to read. This will enable me to return your work more quickly. Equally, your efforts should be focused on the content, not the layout, so you must present your work as follows.

How?	Why?
Word processed	When you graduate, you will be expected to have good IT skills, so it's important to practice for accuracy and speed. It's also much easier to read.

Font: 12 point Arial (for PC) or 12 point Helvetica (for Mac)	Sans serif fonts like Arial and Helvetica are easier to read than serif fonts (e.g. Times New Roman), particularly for people with visual impairment.
Left aligned	Left-aligned text is easier to read because the spaces between the words are equal. Justified text (where both margins squared) has uneven spaces that can cause problems, especially for people with visual impairment or with dyslexia.
1.5 spaced	This leaves room for people (including you) to add notes and make corrections.
Double-sided	This saves paper, so your environmental conscience is a little clearer. It also makes up for the fact that you're double-spacing!
Black ink	Colored ink is expensive and wasteful. We're also more interested in your ideas than your design flair.
Include a Word Count at the end of the assignment	So that your instructor can see how much you have written and so that you can gauge whether you are within 10% of the required word count.

Bibliography and citation requirements

All papers or assignments that require research outside of the text must include a bibliography. Please use MLA.

Assignment deadlines and extensions

In this class, you are expected to conduct yourselves as professional, courteous, and well-organized individuals – this is what any organization will expect of you when you complete your degrees. Acting in this way helps give Seattle University graduates a reputation as excellent and reliable colleagues, and in turn it means that your degree is worth more in a competitive marketplace. One of the most important ways you will demonstrate these behaviors in class is by ensuring that your work is always on time.

Assignments must be submitted by the set deadlines and will typically be returned within 5 business days. It is essential that you plan ahead for all eventualities to ensure that none of your work is late. Check the session-by-session schedule at the end of this syllabus to see when assignment briefings will be given and when assignments are due. This enables you to plan now. Block out time in your calendar now so that you know exactly when you will be working on assignments for this course. Make sure you give yourself extra time just in case you run into difficulty with an assignment, have a computer problem, or feel unwell.

I have blocked out times in my own schedule specifically for grading your work so that I can return it to you quickly while the work is still fresh in your minds. Any late work will therefore receive a 10% penalty for the first day late and then a 0% grade.

If you are unable to complete course requirements because of extenuating circumstances, please notify the instructor on or before the date the assignment is due and provide relevant supporting documentation (e.g. doctor's note, note from counselor).

An agreement to receive an Incomplete (I) grade may be negotiated if your circumstances do not allow you to finish the course on time. The Incomplete Grades Policy of the university is available on the Office of the Registrar web site: <https://www.seattleu.edu/redhawk-axis/academic-policies/>

Course and Classroom Policies:

- 1) TEAMS must do ALL of their own work on the Project unless otherwise notified. To not do so is a violation of SU ACADEMIC HONESTY Policy.
 - 2) TEAMS are not to collaborate with other Teams during the project. Unauthorized collaboration or help (of any kind) is violation of SU ACADEMIC HONESTY Policy.
 - 3) Improper Use (including Misrepresentation of Content) of Source Material for the Project is a violation of SU ACADEMIC HONESTY Policy.
 - 4) Laptops, Tablets, Smartphones, Other Electronic Devices: May not be used during class. Education research clearly shows that active memory increases when distractions are minimal Thus the use of laptops/tablets, smartphones, & other electronics is not allowed during class. Such use has been found to be distracting to students and instructors alike and ultimately detrimental to the learning environment. Laptops may be used if students are given time in class to work on their projects. A violation of this policy will result in appropriate Class Participation grade sanctions as determined by your professor.
 - 5) To protect copyrighted and proprietary knowledge, and for a variety of other reasons as well Audio and Video recording of any class session is strictly prohibited.
 - 6) Reviewing Exams: Students have 14 days after taking an Exam to review it with me.
 - 7) Possible Changes to Course Syllabus: I have made every effort to prepare a syllabus that is as accurate and complete as possible. However, there are circumstances (including illness) that sometimes warrant changes, thus, this syllabus is subject to reasonable changes to stay current with topics related to the class and/or to best accomplish class objectives. In the event of a change, you will receive a new syllabus, the changes will be announced in class, and the changes will be announced through a class email.
 - 8) Disabilities: If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
- Academic integrity: Students are expected to adhere to Seattle University’s Academic Honesty policy. These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Class discussions are interactive and comments can be made to the whole class. Other comments and discussion should be done during breaks or outside of the class to avoid disrupting other students. You are expected to attend all classes since we cover material that is not in the text. I expect you to fully participate in class activities when you are in class.

Academic dishonest, as defined by the university policy, will not be tolerated in any form. Activities that constitute academic dishonesty include: 1) consulting those who have already taken this course about assignments before they are due; 2) working with non-team members on team assignments; 3) handing in group paper assignments that were copy-edited for you by a person other than your team members.

Students are advised to discuss with the instructor when in doubt.

Please feel free to talk with me after class, during office hours, by appointment, or by e-mail. I welcome your interest and participation in the course and am happy to help you understand what you need to succeed.

Itinerary – (subject to change)

Seattle University

Sansepolcro, Italy

Wednesday, August 28, 3:00 PM –Saturday, September 9, 10:30 AM

August 29 - 3:00 PM –Meet in Sansepolcro at Monastery Don't be Late ! We recommend you check in by 2:00 or earlier. Dinner at 7:45

August 30 - After breakfast check-in and classroom sessions. Reception dinner at the Fiorentino.

August 31 After breakfast check-in and bus to Anghiari. Dinner is on your own.

September 1 After breakfast check-in and bus to San Luciano. Dinner on your own. Flag Thrower Event at 8pm.

September 2 After breakfast check-in and bus to Business visits. Dinner at the Fiorintino at 7:30.

September 3 After breakfast check-in and bus to Perugia. Dinner at 7:45

September 4 After breakfast check-in and bus to Montecasale

September 5 After breakfast check-in and bus to Arrezzo for business visit and FrescosDinner at 7:45

September 6 After breakfast check-in and classroom module. Afternoon group activities. Final Dinner 7:30.

September 7 Bus from Sansepolcro to Arrezzo(or collaborate on Taxi hires). Train from Arrezzo to departure city. Return to Seattle or to points beyond in Europe (flight timing will likely require spending a night in Europe for return flights to Seattle).

Post-Expeditionary Session in Seattle

Sunday, October (TBD) 6:00 pm –9:00 pm

Action Plan and Post Experience Reflection Paper are Due

Debrief Expedition, Final Closing Activity, Evaluations and Party

International Marketing Research Topic List

(This list is certainly not exhaustive, but you can use it as a guide. You may choose a topic area that is not in this list, but if so please be sure that it is highly-relevant to, and squarely-focused on, International Marketing in Italy and the EU. You may contact me if you have any questions regarding your topic.)

- Ethics and International Marketing (e.g., grease, bribes, FCPA, cultural values, etc.).
- Culture and International Marketing (business customs, context, values and mores, negotiation styles, etc.).
- Internet (use in international marketing, promotional strategies, resources, limitations, etc.).
- Regional Economic Integration of Italy and the EU effects on international marketing.
- EU Government (assistance, resistance, trade policies, etc.). – Effect on Marketing
- EU Nontariff Trade Barriers (regulations, customs, uncertainty, etc.). – Effect on Marketing
- General Data Protection Regulation (EU) 2016/679 (GDPR) is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA) – GDPR also addresses the transfer of personal data outside the EU and EEA areas. Given this, a topic could be the international marketing implications of GDPR (from the point of view of firms engaging in international business in the EU) and how to effectively work to, and within, these EMU international marketing implications to achieve optimal international and global marketing/business performance.
- Economic and Monetary Union (EMU): Key international marketing implications of the EMU (from the point of view of firms engaging in international business in the EU) and how to effectively work to, and within, these EMU international marketing implications to achieve optimal international and global marketing/business performance.
- Market Research in International Marketing (sources, reliability, availability, etc.).
- Innovative Market Entry Strategies (besides exporting, licensing, franchising, subsidiary, FDI, etc.).
- Product Adaptation (standardization, localization, usage issues, etc.).
- Pricing Strategies (dumping, penetration, skimming, etc.).
- Intellectual Property Rights (how to protect, enforce, etc.)
- Graymarkets (cause, control, effects on marketing, etc.).
- Global Eco/Green Marketing.
- Role of Sustainability in Global Marketing.
- International Entrepreneurial Marketing.
- Role of Social Media in Italian / EU marketing. (Social / Mobile / Viral EU Marketing.)