

Hum 535: Writing for International Marketing**Catalog description:**

This course introduces the issues related to writing for international markets. What factors make writing for an international market different from writing for a domestic market? When is English not English? What are some of the problems with simply translating text? Topics covered include: the influence on your writing of the key elements that make each nation different and the behavior of foreign consumers; translation issues; techniques that make English readable to an international audience; considerations when writing presentations, instructional texts, business plans, and web content for international audiences. Students will practice the techniques presented through weekly writing assignments.

Suggested Prerequisite: Foundations in Technical Communications

Grading based on: Written assignments, tests, and participation in the bulleting board.

Textbooks:

Burnett, Rebecca E. *Technical Communication*. 5th Edition. Boston, MA.: International Thomson Publishing, 2001.

Cateora, Philip R., John L. Graham and John Graham. *International Marketing*. 11th ed. New York: McGraw-Hill Higher Education, 2001.

Kotler, Philip. *Marketing Management: The Millennium Edition*. Upper Saddle River, NJ: Prentice Hall, 2000.

Kotler, Philip and Gary Armstrong. *Principles of Marketing*. 9th Edition. Upper Saddle River, NJ: Prentice Hall, 2001.

Web page: There is a WebCT component to the course. It will include a course description, guidelines for successful translating, how to use the English language for an international audience, links to useful sites, a bulletin board and a student presentation area. The instructor will be available throughout the week to answer questions. Students will be able to work collaboratively during the week.

Faculty Coordinator: Deborah Sinnreich-Levi

Faculty to teach course: Tracy Bowens

Syllabus:

Week 1: Globalization. The influence of globalization on your writing. Why must one be able to break through the global communication barrier when writing for global markets? Course overview and goals. HW: Write a description of how the written material (i.e. product instructions, presentations, marketing collateral) in your company has been adapted due to your company's globalization strategy.

Week 2: The Global Marketing Environment. What are the key elements that make each nation different and how will these elements influence how you write global marketing pieces and other literature? HW: Choose a company that markets its products globally. Write an essay on how its literature is influenced by the elements discussed in class.

Week 3: The Behavior of Foreign Consumers. Why the behavior of foreign consumers is important to the writer of international marketing material. What to look for that will help target the message. HW: Students will be given literature from different countries for the same product with differences based on consumer behavior. Students will then be asked to compare and contrast the literature based on the material presented in class.

Week 4: The Global Marketing Strategy and Your Writing. How does the global marketing strategy influence your writing? HW: Select one of the following countries or regions and prepare a brief two - five page report discussing the challenges U.S. companies face when writing advertising copy for your chosen country: Mexico, The European Union, People's Republic of China, Japan, or South Africa.

Week 5: Language issues when writing for global markets. Translate marketing collateral and other documents into the reader's native tongue and all of your communication problems are over, right? Wrong! Learn how to avoid potential problems before your product hits the shelf. HW: Look at the ad provided in class. Write an essay explaining why you think the ad was written in two languages.

Week 6: Language issues when writing for global markets continued. When is English not English? What are the techniques that will enable you to write in English and still be understood by an international audience?

HW: Translate the document provided in class into British English.

Week 7: Designing instructional text for international audiences. As products become more accessible to people around the world, so does the need to know how to use them. Strategies for writing easy to follow instructions that will allow readers to complete the specified task. HW: Rewrite poor or outdated instructions for use by an international audience. Complete the assignment in English.

Week 8: Midterm Exam. No assignments.

Week 9: Developing oral presentations for an international audience. Regardless of where a presentation is made, one needs to be sensitive to the needs of the audience. This is especially important when presenting information to an international audience. Strategies to ensure a clear and well received presentation. HW: Using the scenario provided in class, help the subject prepare and oral presentation.

Week 10: Writing an international business plan. What issues must be taken into consideration when writing a business plan for an international business HW: Choose one of the follow options. (1)Assume that you are a product manager for Nike. Outline a plan for expanding you operations and marketing efforts into Africa. (2)Assume that you are the marketing manager for Mountain Dew. Devise a plan for marketing your product in China.

Week 11: Internationally friendly web content. The initials "WWW" really do stand for something and that something is "World Wide Web." Once a site is launched on the Web, it immediately opens the doors to an international audience. Strategies to ensure that the content is internationally friendly. HW: Compare the American and international version of a web site given in class. What differences do you notice? Why do you think these differences occur?

Week 12: Class time given to work on the capstone assignment. This assignment will be the most comprehensive of the course. Students, working in teams, will write a marketing plan, create an ad, and write instructional text for a product announced in class. The target country will also be announced in class. Each team will also write a presentation introducing its product in a presentation.

Week 13: Final Exam. Capstone assignment due.