

International Marketing
Fall Semester, 2012

MKT 586 – 01W Online (81783)
International Marketing

Instructor: Dr. Scott M. Sewell
Office: Commerce: BA 207
Office Hours: Office Hrs.: Tuesday 10 am – 2 pm and online in Virtual Office.
Commerce: Dept. Office: 903-886-5703

Course Text:

Students will need the below text for this class. Because this course provides a comprehensive and practical introduction to marketing, it necessitates the text. An earlier editions of this text is not an acceptable substitute because their organization and coverage of issues, topics, and cases have changed.

TEXT:

Cateora, Philip and John Graham (2011), International Marketing, 15th edition, Irwin McGraw Hill. ISBN: 978-0-07-352994-3

COURSE OBJECTIVES:

Welcome to International Marketing (IM)! This course aims to examine the global opportunities and impediments that commonly confront an international marketing manager. Once a firm decides to expand across national boundaries and into foreign markets, it will face an expanded set of complex factors including market barriers and cultural differences. Some of these factors are different from those of the familiar domestic environment and need careful examination. Familiarity with, and understanding of these factors, can lead to formulating a *comprehensive* and *integrated* marketing approach to exploit the opportunities and to avoid impediments.

The primary objectives of this course are:

1. To help the student develop a systematic approach for dealing with international marketing problems through an understanding of the international framework of organizations, laws and practices that effect marketing.
2. To create student awareness and sensitivity regarding economic, political, and cultural differences among other nations as they affect marketing.
3. To guide students in developing skills in gathering information, drawing conclusions and presenting the material for an international marketing plan that could be used to show prospective employers.

Style and format for assignments:

Students are expected to write skillfully and professionally in the workplace. Accordingly, the instructor intends to hold **students accountable for the quality of the written work they submit**. Use the following guidelines for all assignments that will be turned in to the instructor during the course. Points will be taken off for not following the format requirements. The papers must be:

Typed (word processed)

Margins: one inch on the top, bottom, and both right and left sides

Spacing: double-space

Font: Times New Roman 12-font

Page size = letter; Use a standard 8-1/2 by 11 inch paper format

APA 5th Edition Format (Any Web site will provide examples, particularly the references page)

Use headings to identify the parts of the assignment. APA will also be the format that will be required in your Research 595 course. So this will give you a “jump start” for preparation in submitting assignments in future courses.

TAMU-Commerce uses the eCollege course management system format for its web-enhanced course. It is strongly recommended that you take the Student Orientation Tutorial provided. After taking the Student Orientation Tutorial, if you have questions about how the eCollege course management software works, please click on the ?Help button at the top right-hand side of your browser screen. If you can't find the answer to your question in these Help pages, you may click on the HelpDesk button in the left-hand navigation bar of the Help pages and email the HelpDesk through the form provided.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to helpdesk@online.tamuc.org. You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511.

IMPORTANT: When you submit a written assignment into the eCollege dropbox, it will be automatically submitted to Turnitin.com. (For group assignments, only the group leader is to submit to their dropbox). **WARNING:** Turnitin.com DOES check to see if any part of the document is copied from any other document in their files...published or unpublished. Because of the nature of the assignments, some duplication is acceptable and even expected...such as the repetition of titles, names and specific questions and quotations. Within 24 hours of submission, you should be able to check back in turnitin.com for your report detailing what percentage of your paper has been previously submitted. You are expected to correct and resubmit to reduce it as low as possible (be sure to allow extra time for this!) Anything over 20% will result in automatic point deductions, but anything (no matter what % turnitin.com shows) that does not follow acceptable documentation and citation practices will result in grade deductions or worse. Correct sentence structure, grammar and spelling are expected on all written assignments submitted for a grade.

For additional help with written assignments, please contact the Online Writing Lab at <http://www.tamu-commerce.edu/litlang/writingcenter/default.asp>.

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

Course Format:

Units:

This course will consist of 5 to 7 units with each unit covering 2 to 4 chapters. Each unit will include several types of activities to be completed and will vary depending on the chapters covered. Examples of assignments will be reading of assigned chapters from the text, individual and/or group written assignments and a group semester project where each group will complete sections of the global business plan for a grade and then the sections will be combined for a Final Written Marketing Plan grade.

Grading Components:

Exams	30%
Team Member Evaluation	10%
Semester Project	30%
Weekly Assignments & APA Quiz	30%
Total:	100%

Weekly Unit Written Assignments:

The weekly unit written assignments will relate to the concepts in the lesson, and possibly some personal applications of the concepts, and/or a contemporary or controversial issue associated with the lesson. Some of the assignments will be individual and some will be group.

Semester Project:

The semester project will be a Small Group Global Marketing Plan for either a new product/service or a product/service already in existence with a global application. The plan will be divided into 4 sections for grades and then combined for another grade at the end of the semester.

Groups **must get the Semester Project product/service, approved by the instructor.** Papers should be 8 - 10 pages (this is the text body of the paper and does not include the cover page, Table of Contents page, Reference page and any appendices) and include at least five references not including your text or Wikipedia or other similar online encyclopedias. Remember the application of APA format.

Exams:

There will be three multiple choice, timed exams. They will be taken online and outside of class.

Unit Assignments Rubric

Proficient	Needs Improvement	Unacceptable	
30	Utilized appropriate theories and concepts and applied them correctly (25-30 points)	Minor errors in utilization of appropriate theories and concepts with limited application of theories (20-25 points)	Did not utilize or apply theories and concepts correctly (10-20 points)
60	Appropriately addressed key requirements and/or questions of the unit assignment (55-60 points)	Addressed some of the key requirements and/or questions of the unit assignment (45-55 points)	Did not address the key requirements and/or questions of the unit assignment (40-45 points)
10	No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100	100 - 90	89 - 70	69 - 50

Group Project Rubric

(Individual sections and final project)

Proficient	Needs Improvement	Unacceptable	
30	Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (20-25 points)	Did not utilize or apply theories or concepts correctly (10-20 points)
30	Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (20-25 points)	Did not address the key requirements and/or questions of the assignment (40-45 points)
30	All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (25-30 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (25-30 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (25-30 points)
10	No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100	100 - 90	89 - 70	69 - 50

NOTICE: this syllabus is a *guideline* of what I have planned for this course this semester.... it is always in a state of change. In the “real world” managers must react to change as situations dictate...this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services
Texas A&M University-Commerce
Halladay Student Services Building
Room 303 A/D**

**Phone (903) 886-5150 (903) 886-5150 or (903) 886-5835 (903)
886-5835**

Fax (903) 468-8148

StudentDisabilityServices@tamu-commerce.edu