

**International Marketing**  
**Fall Semester, 2012**  
**MKT 586 – 01E @ Commerce Campus**

**MKT 586    International Marketing    Hours: 3**

01E 23127 M 6:15p-8:55p Location: BA258

Meets 8/27/2012 through 12/14/2012

<b>Instructor:</b>	Dr. Ruiliang Yan, Ruiliang.Yan@tamuc.edu
<b>Office:</b>	Commerce: BA 203
<b>Office Hours:</b>	Office Hours: Monday 1 pm - 6pm
<b>Commerce:</b>	Dept Office Phone: 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.

**TEXTs:**

Text 1. Cateora, Philip and John Graham (2009), International Marketing, 14<sup>th</sup> edition, Irwin McGraw Hill. ISBN: 978-0-07-338098-8

Additionally, if you are not familiar with APA style of writing, you will need the following text. (Many undergraduates have never been exposed to APA).

**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 assignment and project:**

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 5<sup>th</sup> 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](mailto: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.

### **Lectures:**

Lectures are intended to highlight selected segments for each chapter and in many cases will be practical experiences. Lectures may be reinforced with linkage to web sites, and cases. It is the student's responsibility to read all designated cases and chapters during the class week. Lectures will only highlight important and current materials. Class time will be provided periodically during the semester to allow for group meetings and work.

## Grading Components:

Three Exams	60%
Team Member Evaluation	10%
Semester Project	20%
Assignments & Quiz	5%
Class attendance	5%
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<b>Total:</b>	<b>100%</b>

## Distribution:

The following scale will be used to grade the student:

95 =<	A	92-94.9	A-
88-91.9	B+	83-87.9	B
80-82.9	B-	77-79.9	C+
72-76.9	C	68-71.9	C-
65-67.9	D+	60.1-67.9	D

**PLEASE NOTE: All examinations, projects and assignments must be completed on the due date. Any late exam, project and assignment will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat, typed when required and handed in with proper attention to grammar, punctuation, and spelling.**

## CLASS PARTICIPATION:

Classroom attendance is expected of all students. It is imperative that you come to class fully prepared, i.e., having read the assigned chapter/materials, have your assignment completed and ready to turn in, and are ready to fully participate in the class discussions. Class attendance and participation will significantly affect final grades. Good behavior in class attendance is imperative. **Absolutely no talking or chat in class. Each talking or chat will lead to 10 points deduction from your total points (Note: total points for this class are 100). Actively performances in class will receive extra bonus at the end of semester. If you miss class 3 times, you will receive a participation grade ZERO.**

## 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 and some will be in class and some will be out of class.

## **Semester Project:**

**Please read the attached file for Apple Inc. posted in Doc Sharing of eCollege. Then please follow the exact format of Apple Inc. to write a report (Word document – Minimum 40 double-space pages including references) about Google Inc. (a successful big international company) and make a presentation through PowerPoint slides (Minimum 20 slides). The whole project (Word report and PP presentation) is due on November 26, 2012. Please turn in your Word report and PP slides to me in class. Remember the application of APA format.** Each group will present a summary presentation of their semester project (with Power Point) to the class at the end of the semester. Please give me a hard copy of the Power-Point slides while you are making your presentation.

All projects should be done in groups of 5-6 students. You are free to choose your own groups. Projects are designed to have you explore specific current topics in greater detail and to share your insights. Plan your projects ahead so that they can be researched, prepared and presented in a thorough and professional manner.

I shall be grading the presentations using the following criteria: (1) the overall structure was appropriate, (2) overall, the content and appendices were appropriate, (3) the AV aids were professional in appearance, (4) the speakers were professional in appearance and speech, (5) the speakers showed energy, enthusiasm and rapport, and (6) overall, the presentation was effective. Each group will be allotted 20 minutes for in-class presentation and 5 minutes for a Q-A session.

## **Peer Evaluation**

Peer evaluations will be conducted to ensure each group member carries her/his own weight in completing the project. The instructor reserves the right to adjust grades based on input from the peer evaluations. **If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points (each project has 100 points).**

## **Exams:**

There will be three exams for this course. They will be in-class exams. These will be INDIVIDUAL exams and are not intended for any type of group work. Instructors will inform you the exam data through eCollege and in-class instructions.

**Unit Assignments Rubric**

<b>Proficient</b>	<b>Needs Improvement</b>	<b>Unacceptable</b>	
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)*

<b>Proficient</b>	<b>Needs Improvement</b>	<b>Unacceptable</b>	
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](mailto:StudentDisabilityServices@tamu-commerce.edu)