International Marketing
Spring Semester 2013
MKT 586 – Web Class

Classroom: Web Class; Class time: 1/14/2013 through 5/10/2013

Instructor: Dr. Ruiliang Yan,
Ruiliang.Yan@tamuc.edu
Office: Commerce: BA 203
Office Hours: Office Hours: Thursday 1 pm - 5pm
Commerce: 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:

• E-mail: Students must routinely check e-mail sent to his or her Texas A&M-Commerce account. This is my primary mechanism for communicating to the class. I check my e-mail every day, so this is the best way to reach me.

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 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.

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:**

**COURSE GRADING:** Final grades are based upon the Official University policy. There will be NO curve.

**Distribution:**
The following scale will be used to grade the student:

- 90% =< A
- 80-89.9% B
- 70-79.9% C
- 60-69.9% D
- F (60% below) = Failure

**Grading Components:**

- Discussions (30pts)
- Student Bio (10 pts)
- Cases/assignments (100 points)
- 4 Individual Exams (240 points)
- Semester Project (200 pts)

Total 580 points

**Course Requirements:**

**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.

**Bio**

Please post your Bio in eCollege in discussion of week 1.

**Assignments/Cases**

Various assignments and cases will be given through the semester. The assignments/case analysis 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.

I will post the case/assignment guidelines in Doc sharing of eCollege. Each group consists of 1-6 members. Please find your own group members.
Semester Project:

Please read the publication file for Apple Inc. posted in Doc Sharing of eCollege. Then please follow the exact format of Apple Inc. to write a paper (Word document – Minimum 40 double-space pages including references) about Google Inc. (a successful big international company). However, please note: quantity NEVER equals quality. The group paper (Word paper) is due on May 10, 2013. Please turn in your Word report and PP slides to Dropbox on eCollege. Remember the application of APA format.

All projects should be done in groups of 1-6 students. You are free to choose your own groups. Plan your project ahead so that they can be researched, prepared and completed in a thorough and professional manner.

IMPORTANT: The project should be submitted to the DROPBOX (as a word file attachment) NO LATER THAN MIDNIGHT. The key information is below. I will use turnitin.com to check. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%**.

**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 4 exams for this course. These will be INDIVIDUAL exams and are not intended for any type of group work. Instructors will inform you the exam dates through emails. Please check your email frequently. **EXAMS**: There are 4 exams that cover approximately 5 chapters each. Each exam has approximately 50-100 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course.

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