"The globalization of today’s marketplace makes many new demands on a marketer. Not only are there important decisions to be made about which countries’ markets and segments to participate in and what modes of entry to use, but a marketer must also help formulate the marketing strategies in these countries and coordinate their implementation.”

- Johansson

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Chris A. Myers, Ph.D. is a Tenured, Associate Professor of Marketing at the College of Business and Technology of Texas A & M University – Commerce. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAFA) and his Masters and Ph.D. are from the University of Texas at Dallas. His marketing research focuses on the antecedents of branding, emotion in advertising, cross-cultural determinates of the effectiveness of brands, and technology mediated learning. He has published in Journal of Promotion Management, Services Marketing Quarterly, Journal of Product and Brand Management, International Journal of Business Research and Baylor University Medical Center Proceedings. Additionally, in the sociology and medical area, his research investigates the impact of acculturation and related factors upon the quality of care received by cardiovascular and diabetes patients. Myers received his degree from the University of Texas at Dallas under the direction of Dr. Frank Bass. Professor Frank M. Bass (1926-2006) was a leading academic in the field of marketing research, and is considered to be among the founders of Marketing Science. He became famous as the creator of the Bass diffusion model that describes the adoption of new products and technologies by first-time buyers. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator and 4.5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

Scholarly Expectations
All works submitted for credit must be original works created by the scholar uniquely for the class. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate
higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Materials – Text


INTRODUCTION

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts.

In this course you will learn by conducting research on a practical project and attempting to implement plans you develop. The course has been designed to introduce greater realism and perspective through actual experiences. Student participation is a key element in the learning situation and your active involvement in the project is expected. You should also be prepared to give and receive criticism on your marketing plans and those of your student colleagues.

COURSE OBJECTIVES

The main objective of this course is to develop a managerial understanding of international marketing. This course will help students enhance their analytical, decision making and implementation skills in an intense, highly challenging project of developing an actual marketing plan. The course will place an equal emphasis on managerial and marketing issues faced by firms operating in many parts of the world. More specifically, this course will:

• examine the role of marketing in world markets and review its theoretical justification;
• provide an overview of business in the international (China) context (structure, problems and opportunities, causes and results of performance, etc.);
• study marketing theory and management in light of vastly different political, cultural, legal, and economic environments abroad; and
• relate US business needs to problems and opportunities in foreign markets.

COURSE REQUIREMENTS

Activities / Assessments

Course Grading: This course is made up of a series of assignments and assessments to assist you in achieving the course learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you no later than (NLT) 2 days before each assignment is due. Final grades are based upon the Official University policy. There will be no curve. A 90 or above average equals an “A,” an 80-89.9 average equals a “B,” a 70-79.9 average equals a “C” and so on. Your final course grade will be determined by dividing your total points earned by the course’s total points.
ALL ITEMS ARE INDIVIDUAL WORK UNLESS SPECIFIED.
Student Bio (20 pts)
10 Class Discussions International Travel and Markets 25 pts
Paper 2: 200pts (Focus: International Markets and The China Cultural Experience)

Course Requirements:
Student Bio
Complete a bio of yourself in the virtual office by the appointed time in the class schedule.

Class Discussions
Discuss key topics in marketing and business in 3-5 min based on elements from your reading and the rubric. Discussion topics will be available prior to pre orientation meetings. I expect you to respond to topic as well as giving feedback on both China and American classmates’ input. This is your opportunity to apply the concepts in the chapter to your own experiences or observations. Assessment Method: Your contributions to the discussion forums will be graded for quality not quantity, timeliness of your contributions, and a detailed analysis of linking together theory (readings) to application (activities). Please use the rubric as a guide for giving input.

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<th>Discussion Rubric</th>
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<td><strong>Task</strong></td>
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<td>Class Discussion</td>
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Paper 2: 200pts (Focus: International Markets and The China Cultural Experience)
Select one of the topics and write a brief 5 page paper on how you would answer questions for the topic based on your experience in China. Include what information you can find from secondary sources, and compare them to the China experience you enjoyed. This paper should compare marketing segments, products and promotion and advertisements as well as many cultural experiences you noticed. This is one of the key items of the assignment.