

International Marketing
Fall 2013
MKT 586 – Web Class

Classroom: Web Class; Class time: 8/26/2013 through 12/13/2013

Instructor:	Dr. Ruiliang Yan, Ruiliang.Yan@tamuc.edu
Office:	Commerce: BA 203
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 or next edition 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 (2010), International Marketing, 15th edition, Irwin McGraw Hill. ISBN: 9780073529943

- **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 case analysis:

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.**

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.

Distribution:

The following scale will be used to grade the students:

90% =< A 80-89.9% B

70-79.9% C 60-69.9% D
F (60% below) = Failure

Grading Components:

Student Bio (5 points)
Discussions (27 points)
4 Individual Exams (200 points)
Group Paper (200 points)
Total 432 points

Course Requirements:

PLEASE NOTE: All discussions, exams, and project must be completed on the due date. Any late exam, discussion, and paper 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.

Discussions

All the discussion topics were posted under the different weeks in eCollege. Please to login to read them and also please see the following Discussion Rubric for details about discussion.

Discussion Rubric			
Task	Accomplished	Proficient	Needs Improvement
↓			

Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)
Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)
Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)

Group Paper

Please do a research from A&M library or google.com to write a paper about “*What are the marketing strategies (i.e., product, promotion, place, price, and competitive environment) of*

Google Inc.?" (A very successful big international company). The group paper (Word paper) is due on December 8, 2013.

This is a group project. Paper (as a **Word attachment**) is to be submitted directly to the **DROPBOX**. **Late projects will not be acceptable**. The maximum pages for the paper should be no more than 16 content pages, using Times New Roman, 12 point font, and APA. I prefer single space. (Please note that a maximum of 16 content pages of content means I do not want papers longer than that (quantity **NEVER** equals quality). In addition, you should cite at least 15 journal article references and no more than 4 websites in the paper. You will need to include a title page with your name, table of contents, 16 pages of content, a reference list, and an appendix (if necessary). You are required to use APA format for the entire paper.

Each group consists of 1-6 members. Please select and form your own group members at your earliest convenience

Each group has ONE opportunity to ask my feedback on your project draft. However, please double-check your grammar and English writing before you send your project to me and ask my feedback.

IMPORTANT: The group project should be submitted to the DROPBOX Week 15 Assignment. I will use tunitin.com to check. **No project will be accepted for grading if the turnitin.com percentage is greater than 30%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

Paper Rubric 1 - Please note: grading is on the whole paper, not on the individual sections

Marketing Strategy Elements	Points Possible	Points Earned	Comments
Marketing Strategy Format Guidelines Arial Font 12, Single Spaced, 1" margins all over the paper. Follow APA throughout the paper which includes citations and references. Properly validate the information discussed in the paper. Table of contents: organized, pages numbered, accurate.	10 Points		

<p>Language Arts Skills</p> <p>Spelling, grammar, punctuation, sentence Structure. Follow proper transitions.</p> <p>Please note: Major errors in structure, sentences, spelling, grammar, paragraph transactions or APA formatting will receive only 0-10 points.</p>	<p>30 points</p>		
<p>Executive Summary</p> <p>Introduction</p> <p>Company overview</p> <p>Market opportunity overview</p>	<p>30 Points</p>		
<p>Situation Analysis (Study internal and external environment of the organization)</p> <p>Industry sector description</p> <p>SWOT Analysis</p> <p>Target Market Analysis</p> <p>Demographic characteristics of market</p> <p>Psychographic characteristics of market</p> <p>Behaviors of target market</p> <p>Strategies appealing to market</p>	<p>45 Points</p>		
<p>Marketing Mix</p> <p>Product Strategy (Product Mix)</p> <p>Pricing strategy</p> <p>Distribution plan</p> <p>Promotional message</p> <p>Media plan</p> <p>Promotion & advertising plan</p>	<p>45 Points</p>		

<p>Positioning strategy</p> <p>Competitive Analysis (Comparing and discussing the 4Ps with competitors)</p> <p>Competitors' strengths</p> <p>Competitors' weaknesses</p> <p>Organization's competitive advantage</p>			
<p>Challenges/ Contingency Plan (Analyses of internal environment and external environment)</p> <p>Internal risks</p> <p>External risks</p> <p>How risks will be avoided</p> <p>Actions when risks occur</p>	<p>20 Points</p>		
<p>Recommendations/ Growth Plan</p> <p>Description of growth plan</p> <p>Strategies for market penetration</p> <p>Strategies for product development</p> <p>Strategies for market development</p> <p>Strategies for diversification</p> <p>Conclusion</p> <p>Main findings of the marketing plan</p>	<p>20 Points</p>		
<p>Total Points</p>	<p>200 Points</p>		

Peer Evaluation of Group Paper

Each group member is expected to contribute equally to your group work.

If you are satisfied with each of your group members, do not send me anything. Save your time ☺ If you are NOT satisfied, please rank each of your group members and give the reason. Then type your evaluations in a Word document and submit it to Dropbox of eCollege. 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.**

Exams

There will be 4 exams for this course. All exam questions are based on textbook. Please read textbook a couple of times very carefully and digest the materials, then you will be fine. Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you the exam dates through emails. Please check your email frequently.

These will be INDIVIDUAL exams and are not intended for any type of group work. Each exam has 1 hours and 15 minutes with around **50 multiple choice and T/F questions** that will be used to test your knowledge of all materials associated with the course.

Covered chapters for each exam

Exam 1	Covers chapters 1, 2, 3, 4, and 5	Week 4
Exam 2	Covers chapters 6, 7, 8, and 9	Week 8
Exam 3	Covers chapters 10, 11, 12, 13, and 14	Week 12
Exam 4	Covers chapters 15, 16, 17, 18, and 19	Week 15

Schedule

Discussions	Please click each week on eCollege portal to look
Exams	I will send emails to let you know which week we have exam
Group Paper	Due on December 8, 2013

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@tamuc.edu