

**International Marketing**  
**Fall 2013**  
**MKT 586 – Face to Face**

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Classroom: McDowell Administration 257; Class time: Each Monday from 8/26 to 12/13

<b>Instructor:</b>	Dr. Ruiliang Yan, Ruiliang.Yan@tamuc.edu
<b>Office:</b>	Commerce: BA 203
<b><u>Commerce:</u></b>	<u>Dept Office Phone: 903-886-5703</u>

**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, 15<sup>th</sup> 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](mailto: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:

Attendance (26 points)  
4 in-class exams with closing book (200 points)  
2 Group Papers (200 points)  
Total 426 points

### Course Requirements:

**PLEASE NOTE: All exams and papers must be completed on the due date. Any late work 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.**

### Attendance

We have a class meet each week. I will start to take attendance after class starts 5 minutes. Once you are late, no any credit will be given (if you are in hospital, you need to provide me hard evidence). Same policy goes for everyone.

### Exams

There are 4 exams for this course. All exam questions are based on textbook. Each exam has 1 hours and 40 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. **All exams are in-class with closing book.** No any technology products (phone, camera, etc.) are allowed to be used in exams. Please read textbook very carefully, digest and remember the materials, then you should be fine.

These are INDIVIDUAL exams and are not intended for any type of group work.

### Covered chapters for each exam

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

### Group Papers

You need to do a great research to write 2 papers in the Fall semester.

First paper is about **mail-in-rebate**. This paper has two parts: 1) why is **mail-in-rebate** important in the business market? (40 points) 2) Literature review about **mail-in-rebate** (60 points). The first group paper (Word paper) is due on October 14, 2013. In order to complete this paper, you need to do the following works: 1) Do a research from websites and A&M library to find the important web information and journal articles to read and summarize why main-in-rebate is very important in the business market? Where are the specific business examples? 2) Do a research from A&M library to find the important journal articles about mail-in-rebate (at least 18 journal articles – please note that for literature review, journal articles are needed only, particularly for important journals, and no any website information is needed) and read and digest the materials, and then summarize these journal articles’ findings into different categories and identify their differences.

Second paper is about **return policy**. This paper has two parts: 1) why is **return policy** important in the business market? (40 points) 2) Literature review about **return policy** (60 points). The first group paper (Word paper) is due on December 8, 2013. In order to complete this paper, you need to do the following works: 1) Do a research from websites and A&M library to find the important web information and journal articles to read and summarize why return policy is very important in the business market? Where are the specific business examples? 2) Do a research from A&M library to find the important journal articles about return policy (at least 18 journal articles – please note that for literature review, journal articles are needed only, particularly for important journals, no any website resource is needed) and read and digest the materials, and then summarize these journal articles’ findings into different categories and identify their differences.

These papers are group projects. Each group consists of 1-6 members. Please select and form your own group members at your earliest convenience. Papers (as a **Word attachment**) are to be submitted directly to the **DROPBOX**. **Late projects will not be acceptable.** The maximum pages for each paper should be no more than 8 content pages, double space, using Times New Roman, 12 point font, and APA. Please note that a maximum of 8 content pages of content means I do not want papers longer than that (quantity **NEVER** equals quality). If your paper is more than 8 pages and no matter if the 9<sup>th</sup> page is full or partial, your points will be deducted 10 points for any one more page. You will need to include a title page with your group name and a reference list (title page and reference list are not counted to 8 page limit). You are required to use APA format for the entire papers. I will elaborate the details in class.

Each group has **ONE** opportunity to ask my feedback on your paper draft. However, please double-check your grammar and English writing before you send your project to me and ask my feedback. Otherwise, my feedback is only to be “please improve your English writing significantly, so I can understand what you talk about and give you my comments” ☺. **If your writing on paper has 5 or more grammar issues, then your grade will be deducted at least 11% on this paper.**

**IMPORTANT:** I will use tunitin.com to check. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. Papers must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

**Please note: I will grade on the whole paper, not on the individual sections**

### **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.**

**Specific Schedule will talk in class.**

### **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)