MKT 420.01W International MARKETING

COURSE SYLLABUS: Fall 2019

INSTRUCTOR INFORMATION

Instructor: Dr. Scott M. Sewell, Senior Lecturer
Office Location: BA 322
Office Hours: : Monday & Wednesday 8:00 am – 9:00 am and in Virtual Office
MKT Office Phone: 903-886-5692
Office Fax: 903-86-5693
University Email Address: Scott.Sewell@tamuc.edu
Preferred Form of Communication and Communication Response Time:
For personal concerns or questions, email is the best way to contact me. I generally check my email each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your MyLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login**. I expect students will check their email daily and login at least 3 times per week.** If you don't respond to emails or login over a prolonged period (5 days) then I will assume you intend to drop the course.

Materials – Text

International Marketing, 11 Ed., by Terpstra, Foley and Sarathy (Naper Publishing Group, 2016)***. The ISBN is 978-0-9817293-8-1***. The text is absolutely essential to succeeding in this course.

Course Description

International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. International marketing is based on an extension of a company's local market strategy, with special attention paid to market identification, targeting and decisions internationally. This course provides coverage of a broad survey of international trade for imports and exports. Adaptation to different cultures and ethics for global competition in US markets are extensively analyzed. Prerequisites: MKT 306, ECO 2301 and ECO 2302, junior standing.

Goals / Rationale of the course:

- Students will learn international marketing concepts and demonstrate mastery on exams.
- Students will apply international marketing concepts through case analysis, a global citizenship journal and a team marketing plan.
- Students will create an ePortfolio or update their current ePortfolio with an artifact from this class to demonstrate global competence. Use link below for information. http://www.tamuc.edu/aboutus/administrativeOffices/studentAccessAndSuccess/QualityEnhancementPlan/QEP_Components/eportfolio.aspx
- The course is organized with weekly assignments. Exams will be grouped in three modules: CH 1-5; CH 6-10; and CH 11-15.

Course Outcomes/Objectives

This course aims to introduce marketing planning and strategies for foreign environments: cultural, political and economic factors affecting the international marketer, multi-national corporation and multinational market groups. At the conclusion of the course students will be able to:

1. Demonstrate understanding of global marketing environments, including cultural, political, economic and technological factors.
2. Evaluate viability of international markets, focusing on various ways to enter new markets.
3. Demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends and systems).
4. Apply knowledge of the interconnectedness of global dynamics through market targeting and developing a marketing mix for a specific international market.
5. View themselves as engaged citizens within an interconnected and diverse world.

COURSE REQUIREMENTS

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of lectures, assignments, activities, discussions, readings, research, etc. found in the course schedule.

Exams: (45% of total course grade)
Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Help desk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

3 Exams consist of 50 multiple-choice questions each, with 65 minutes allowed to complete each exam. Only one question will appear at a time and must be answered before continuing to the next question. You will not be able to go back so some time management skill is required. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for an F in the course.

Assignments (55% of total course grade)

The first assignment type is Global Citizen Journal assignments that will be kept in the Journal icon on the course website. There are four short (**three to four fully developed paragraphs**) essays. This is worth **15% of your grade**.

The second assignment type will be a case analysis to apply the readings to a specific situation. There are discussion questions to guide you with the case analysis. This is worth **10% of your grade**.

The team project will be the third assignment type and will begin during Week 6. You will be assigned a team of 4 or 5 students to develop a marketing plan to introduce a new product in a different country. Your team will choose a country and product to develop a plan that fits the demographics, culture, needs, political and governmental situation/ constraints. **The assignment is worth 30% of your grade.**

Assessment Method: Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation.

Extra Credit (up to 5% of your final grade)
This is a Global Course, and I want to encourage all students to apply for Global Scholar status (if you began as a Freshman at TAMUC) or Global Learner status (if you transferred to TAMUC). Participation in Global Events is one of the requirements for Global Scholar and Global Learner. You may earn extra credit points for participating and writing a brief reflection for your ePortfolio. I will have a list of appropriate activities, both on campus, and in the DFW area. If you live away from campus or DFW, you may find activities in your hometown that also qualify. Both extra credit opportunities must be submitted to the ePortfolio to be counted.

Grading

Total Points Possible

89.5 -100 = A
79.5 -89.4 = B
69.5 -79.4 = C
59.5 - 69.4 = D
0-59.4 = F

Weights for Assessment	
3 Exams @ 15% each	45%
Global Citizen Journal	15%
Case	10%
Team Marketing Plan	30%
Total points	100%

COURSE OUTLINE

Week 1 (8/26 – 9/1) CH1: Introduction: The Global Marketing Manager

Week 2 (9/2 – 9/8) CH 2: The Global Economic Environment. Begin Team Assignment, due End of Week 15. Complete **Week 2 Discussion Board**.

Week 3 (9/9 – 9/15) CH 3: The Political-Legal Environment **Journal Assignment #1 i**s due at midnight Sunday.

Week 4 (9/16 – 9/22) CH 4: The Cultural Environment

Week 5 (9/23 – 9/29) CH 5: Ethics and International Marketing. **Exam I (CH 1-5)** due by midnight Sunday.

Week 6 (9/30 – 10/6) CH 6: Global Marketing Research and Data Sources and CH 7: Foreign Market Selection.

Week 7 (10/7 – 10/13) CH 8: Foreign Market Entry, Partner Selection and Distribution **Journal assignment #2** is due at midnight Sunday.

Week 8 (10/14 – 10/20) CH 9: International Product Policy

Week 9 (10/21 – 10/27). CH 10: International Branding Advertising and Promotion **Exam 2 (CH 6-10) is due by midnight Sunday**. Read Coca-Cola in Honduras Case, due End of Week 11.

Week 10 (10/28 – 11/3) CH 11: Supply Chain Management and International Marketing. **Journal Assignment #3 i**s due by midnight Sunday.

Week 11 (11/4 – 11/10) CH 12: International Pricing **Honduras Case** is due by midnight Sunday**.**

Week 12 (11/11 – 11/17) CH 13: Global Marketing of Services

Week 13 (11/18 – 11/24) CH 14: Global Marketing Strategy **Journal Assignment #4** is due at midnight Sunday.

Week 14 (11/25 – 12/1) CH 15: Planning, Organization and Control of International Marketing . Complete **Exam 3** by midnight Sunday over CH 11-15**.**

Week 15 (12/2 – 12/8) Team Semester Projects are to be submitted by midnight Sunday. Only the team leader is to submit the final project. Every team member must complete the team member evaluation found in doc sharing for each member of their group including themselves and submit their results. If it is not submitted by midnight Sunday then you will receive a zero on the assignment. Study the Core Concept Quiz in doc sharing for the quiz next week.

Week 16 (12/9 – 12/13) Complete **ePortfolio assignment** by midnight FRIDAY…the last day of the semester. Complete **Week 16 Discussion Board**.

Rubric for MKT 420 Team Projects

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
Research	Does not meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.

Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document "speaks with one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.

NEW LEARNING MANAGEMENT SYSTEM (LMS) AND LOG-IN:

Effective Fall, 2018, a new LMS will fully replace eCollege. Preferred browser for D2L: Firefox or Chrome. To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on MyLeo Online D2L. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or helpdesk@tamuc.edu.

Alternatively, use the new **myLeo Online** URL (https:myleoonline.tamuc.edu/d2l/login).You will login to the new myLeo Online system using your CWID and password, just like you would login to the student portal [to get into eCollege]. If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

Once you are logged-in your D2L account, scroll to the bottom to find "My Courses." If you have trouble logging in your myLeo Online, please e-mailProject.Nova@tamuc.edu immediately. If you have other technical difficulties with accessing your course once the semester has started, please use the Support Widget on the myLeo Online homepage to contact D2L Support. They'll be happy to help you!

You are also enrolled in the myLeo Online Student Resources course (https:myleoonline.tamuc.edu/d2l/home/6779) that has been created as a brief orientation to the new system. Once you are logged in, click on the course selector icon at the top middle to access your course from the drop down menu.

I realize that the use of the new LMS will be challenging to both students and instructors. We just need to be patient with the learning process. Obviously, there is a learning curve associated with the new platform.

Students who encounter other technical problems can also contact our HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by calling at (903) 468-6000.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	**Supported** Browser **Version(s)**	**Maintenance** Browser **Version(s)**
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11

Browser	**Supported** Browser **Version(s)**	**Maintenance** Browser **Version(s)**
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	**Operating System**	Browser	**Supported** Browser **Version(s)**
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or **point** release of that major version) and the previous major version of iOS (the latest minor or **point** release of that major version). For example, as of June 7, 2017, D2Lsupports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
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        - 512 MB of RAM, 1 GB or more preferred
        - Broadband connection required courses are heavily video intensive
        - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:

- Sound card, which is usually integrated into your desktop or laptop computer
- Speakers or headphones.
- *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: JAVA web site http://www.java.com/en/download/manual.jsp

- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.
Pop-ups are allowed.
JavaScript is enabled.
Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - Adobe Reader https://get.adobe.com/reader/
  - Adobe Flash Player *(version 17 or later)* https://get.adobe.com/flashplayer/
  - Adobe Shockwave Player https://get.adobe.com/shockwave/
  - Apple Quick Time http://www.apple.com/quicktime/download/

- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu**.**

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's

home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat**or click on the words "click here" to submit an issue via email.

System Maintenance

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.
http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquettehttp://www.albion.com/netiquette/corerules.html

TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.
http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf

Graduate Student Academic Dishonesty 13.99.99.R0.10

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf

ADA Statement

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
Gee Library- Room 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services
http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web
url: http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.