

Sul Ross State University
Department of Business Administration

International Marketing

MKT 5303:001
Fall 2014
Section 1: TTh 11:00 – 12:15PM
BAB 318

Professor: Dr. William C. Green
Office: BAB 316
Office Phone: 837-8067, 8067 (sect.)
Office Hours: By appointment and
MW 10:30 - 11:30; 3:00 - 5:00
T, Th. 8:30 - 9:30
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Course Description:

A comprehensive approach to help students prepare for the dynamic pace of global Marketing competition. Emphasis is placed on the development of Marketing programs and strategies in international environments from the determination of objectives and methods of organization to the execution of Marketing programs.

Prerequisite:

Graduate standing and MKT 3370 or equivalent.

Course Material(s):

Global Marketing 8th ed.; Keegan & Green; Pearson; 2015; ISBN: 978-0-13-354500-5

Program Learning Objective(s):

- PLO 1 Analyze & solve complex business problems across major business functions, using advanced business principles and strategies
- PLO 2 Communicate in-depth business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major and minor components of the external business environment

Course Objectives:

An advanced understanding of pertinent areas of International Marketing, their function, objectives, and interrelationships.

An appreciation of the complex and dynamic nature of the International and Global Marketing environments.

Development of a broad vocabulary of "Globally" based business terminology.

Enhanced understanding of how International Marketers develop strategies to sustain growth and competitive advantage(s).

A greater understanding of cultural issues, nuances, trends and opportunities.

In sum, a fundamental and practical working knowledge of International Marketing as an aid in further study and vocational pursuits.

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Class Participation	20%	(200)
Case Responses (5 @ 50)	25%	(250)
Group Presentation	15%	(150)
Midterm Exam	20%	(200)
Final Exam	<u>20%</u>	<u>(200)</u>
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F = Below 60%

NOTE: It is my expectation that satisfactory work in this course is at the "B" level or above which is the minimum level for satisfactory performance as an MBA candidate.

Class Participation:

It should be pointed out that this class is conducted on a lecture and/or seminar format. This format requires that you come to class regularly and be prepared to discuss, in depth, the assigned materials for that day. You are urged to participate at your own initiative and determination of participation grades will be based not just on the quantity of comments but on the quality of comments. This type of format assumes that all class members conduct themselves professionally and consider all points of view. Thus, active and thoughtful participation is a necessary but not sufficient requirement to meet the objectives of the course. In addition, student attendance is at a premium and although roll will not always be taken, repeated absences from class can only hurt your class standing and not enable you to fully satisfy the course requirements. If you must miss class, please let me know before class begins.

Also, it should be noted that the reading assignment at times may be relatively heavy. I know that it is easy to "blow-it-off" and shoot from the hip in case I happen to call for your assistance and I will overlook one or two instances of this but repeated abuse can only diminish the experience for us all. In other words, prepare and show up for class. This is especially important in a graduate course.

Keep in mind that specific members of the course will be asked, on a rotating basis, to take a leadership role in discussing the assigned materials. On these occasions, careful and complete preparation become exceedingly important in achieving the goals of the course. And, we will be assigned cases and/or discussion questions from time to time for class discussion. It is also very important that you prepare for these class discussions given the small class size. Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me. Remember that 20% is a big part of your performance.

Case Responses:

You will be required to write five (5) case assessments (responses). These are practical vehicles for tying things together which have been considered in class and keeping you in good "condition" for more fully

appreciating the realities of Global Marketing. Although a detailed description of length, format, due date, and other specifics is not necessary at this time, it is important that you work hard on these assignments and submit professional work. I will spend some time in class on the "case method" and how to approach it. However, the following guidelines will help you in preparing these short "caselets" and should be followed closely. It is likely that the short cases will comprise a question and answer format. These should be typed and single spaced. Length should fall somewhere between 2 to 3 pages. ***No case should exceed 2 pages.*** Any case with more than five (5) mechanical errors (misspellings, typos, etc.) will be lowered by five points.

Cases will be evaluated on the thoroughness of analysis of area(s), creativity and practicality revealed in your assessment, and the quality of organization, writing and clarity. Most important is the completeness with which you answer the question(s). However, remember that the responses are intended to inform in a succinct and practical way. Thus, verbosity should be avoided. You will also have the opportunity to discuss cases in class. As mentioned previously, you must prepare adequately for the discussion. I would think at a minimum, this would require an initial reading of the case for general content and then at least one more reading for fine tuning the detail and formulating your assessment of the situation. I assume that all members of the course have analyzed cases. Further discussion of these issues will be taken up in class. **Late cases will be accepted but receive a penalty for each day late.**

Presentation:

The purpose of a presentation is to get each of you heavily involved in a specific area related to International or Global Marketing. The choice of topics will be somewhat flexible. My main concern is that you choose something that is of interest to you, relevant to the class and, most importantly, manageable. I will supply a newly developed list of topics from which you may choose if you get stuck. Further discussion on this requirement will be taken up in class.

Keep in mind that the purpose of this (presentation) is not to force you to the library but rather to provide you a unique opportunity to learn a great deal about a specific topic of interest. Thus, you should choose your topic carefully and keep in mind what your career objectives are when making this choice. ***All topics must be cleared through the instructor. Do not choose a topic which you have previously investigated and/or are currently investigating for a different course. This strategy will prove dysfunctional in achieving course objectives.***

With regard to presentation mechanics, the following *general guidelines* should be followed. However, do not let these dampen your creative spirit. If you feel some other format will work better for you, let me know and we will discuss it. As a starting point, the presentation should last no more than 25 minutes (start to finish including questions, setup, etc.). PowerPoint slides are encouraged but excessive use of videos or URL links should be kept to a minimum. It is expected that at least some kind of synopsis will be provided each class member as a "takeaway." In short, the objective is to provide the class a professional and in-depth look at a particular topic which we may not have the opportunity to cover completely in class. More on this portion of the course will be considered in class.

Exams:

The format of the exams will be comprised, for the most part, of short answer and/or essay type questions. There may also be some objective type questions (multiple choice). Regardless of format, you will be responsible for all course content on the exam. This includes lecture materials, reading assignments from book, outside readings that may be assigned from time to time and any other areas which are course related. In other words, any topic is "fair game."

PLEASE READ THE FOLLOWING STATEMENTS CAREFULLY:

This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree with some component contained in it, please let me know and I will try to help fix the issue. Make sure to modify the tentative schedule as necessary.

Students with Disabilities Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.

Finally, as this course is concentrated over just a few weeks, I will modify the schedule as deemed necessary to more fully achieve the desired objectives as well as provide adequate time to digest the material and complete the assignments.

Tentative Course Outline

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Aug. 25	Overview	
Sept. 01	Introduction <i>Monday - Labor Day Holiday</i>	Ch. 1
08	The Global Environment	Ch. 2 - 5
15	Cont. - <i>CR#1 Due</i>	Ch. 2 - 5
22	Cont.	Ch. 2 - 5
29	Approaching Global Markets - <i>CR #2 Due</i>	Ch. 6 - 9
Oct. 06	Approaching (cont.)	Ch. 6 - 9
13	Approaching (cont.) - <i>CR#3 Due</i>	Ch. 6 - 9
20	<i>Midterm Exam</i>	
27	Global Mix <i>Topics? - CR#4 Due</i>	Ch. 10 - 15
Nov. 03	Global Mix (cont.)	Ch. 10 - 15
10**	Other (cont.) - <i>CR#5 Due</i>	Ch. 10 - 15
17	Strategy & leadership	Ch. 16 - 17
24	<i>Paper Presentations- Thanksgiving Holidays</i>	
Dec. 01	<i>Paper Presentations</i> - Wrap-up	
08	<i>Final Exam</i> on Tuesday December 9th @ 10:15AM	

* Assignment should be completed close to the day they are assigned

** November - 14th - Last day to withdraw from university or drop with a "W"