

Sul Ross State University – Rio Grande College
MKTG 4348 – International Marketing – Fall 2014
Thursdays 6:00 P.M. Del Rio - Room 303

Instructor: Dr. Edison P. Moura
Office: Del Rio Faculty Office Building # 203 – Phone (830) 703-4840
Office Hours: T-W-TH: 11:00-1:00 // W-TH: 4-6:00. Other hours by appointment
Mondays 5-5:45: Uvalde
E-Mail: emoura@sulross.edu
Text: Global Marketing & Advertising – Understanding Cultural Paradoxes – Fourth Edition. Author: Marieke de Mooij.
Publisher: SAGE. ISBN:978-1-4522-5717-4

Pre-requisite: MKTG 3307 – Principles of Marketing

Course Objectives

The objective of this course is to expose students to the international marketing environment. Basic understanding of business concepts, domestic marketing, and some exposure to the international business environment will be very helpful in this course.

Course Competencies (Learning Outcomes)

After successfully completing this course students should demonstrate the following competencies:

1. Understand how international marketing differs from domestic marketing.
2. Understand how multinational companies (both from the U.S. and other countries) operate in overseas markets.
3. Understand and be able to explain how international marketing research is conducted in foreign markets.
4. Be able to discuss the characteristics of developing countries, emerging markets and developed or industrial countries.
5. Understand and be able to explain the strengths and weaknesses of fast growing countries such as Brazil, India, China and other emerging markets
6. Be able to analyze and evaluate advantages and disadvantages of globalizing marketing and decide when it is better to: (a) globalize; (b) use a regional or local approach; (c) use a combination of two or more approaches.

Evaluation Policy

1. Exam 1 (100 points)	35% of total grade
2. Exam 2 (100 points).....	35% of total grade
3. Exam 3 (100 points).....	30% of total grade
	Total = 100

Exams

Each exam will have between 40-50 multiple-choice questions. The questions will come from the assigned chapters in the textbook and other materials provided by the instructor.

Grading Scale

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

Academic Integrity:

It is expected that students will display the highest standards of academic integrity; which includes but is not limited to not committing acts of plagiarism. For example: copying works of others or copying from the Internet and presenting the material as their own. Receipt of this syllabus serves as notice that no form of plagiarism will be tolerated in this course. Penalties may range from failure on the assignment to failure in the course, at the instructors discretion.

Blackboard

The weekly Power Point Presentation will be posted in the “Power Points” link and other course materials will be posted on the “Course Documents” link of the Blackboard.

Consultation

I am available for consultation via email, phone or a personal visit. My office hours are flexible and if you make an appointment to see me I will make sure to be there.

Note: This course involves a fair amount of reading, both from the text and from extra materials related to the topic.

Course Outline – MKTG 4348 – International Marketing – Thursdays 6:00 P.M.

August

Thursday 28th Chapter 1: The Paradoxes in Global Marketing Communications

September

Thursday 4th Chapter 2: Global Branding

Thursday 11th Chapter 3: Values and Culture

Thursday 18th Chapter 4: Dimensions of Culture

Thursday 25th Exam 1: Chapters 1, 2, 3, 4 plus extra material

October

Thursday 2nd Chapter 5: Culture and Consumer Behavior

Thursday 9th Chapter 6: Researching and Applying Cultural Values

Thursday 16th Chapter 7: Culture and Communication

Thursday 23rd TBA

Thursday 30th Chapter 8: Culture and the Media

November

Thursday 6th Exam 2: Chapters 5, 6, 7, 8 plus extra material

Thursday 13th Chapter 9: Culture and Advertising Appeals

November 14th – Friday: Last day to drop the course with a grade of “W.”

Thursday 20th Chapter 10: Culture and Execution Style

Thursday 27th Thanksgiving Holiday – No Class

December

Thursday 4th Chapter 11: From Value Paradox to Strategy

Thursday 11th Final Exam: Chapters 9, 10, 11 plus extra material

We will do our best to follow this schedule as outlined but changes may need to be made at the discretion of the instructor.