

***Sul Ross State University***  
***Department of Business Administration***  
***In Cooperation with the***  
***Autonomous University of Chihuahua***

***International Marketing - Web Based***

MKT 5303  
Spring 2015  
Contact Hours TBA

Professor: Dr. William C. Green  
Office: TBA  
Office Phone: 432.837.8066; 8067 (D)  
email: [wgreen@sulross.edu](mailto:wgreen@sulross.edu)  
Fax: 432.837.8003

***Course Description:***

This course helps 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. An assignment, case, exam and online discussion format will be used.

***Prerequisite:***

Graduate standing and MKT 3370 or equivalent.

***Course Material(s):***

Terpstra, et al.; *International Marketing*, 10th ed.; Naper Publishing, 2012. (E-Text)

***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 Discussion Forums	20%	(150)
Chapter Discussion Questions	30%	(225)
Cases	20%	(150)
Final Exam	<u>30%</u>	<u>(225)</u>
TOTAL	100%	(750)

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. Thus, unless you perform less than satisfactorily for what I expect to be the minimal performance level for an M.B.A., you should not have to lay awake at night and worry about your grade!**

**Class Discussion Forums:**

This class is conducted on an online basis which changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. ***Online classes require much higher levels of discipline and self-motivation than do in-class offerings.*** Therefore, active participation and class contribution are important and deviations from this can only reflect negatively on your performance. If you are not prepared, catch up and don't let it become habitual. One or two instances of less than active participation and/or discussion will be overlooked but repeated instances of this will not enable you to meet the course objectives. Discussion forum (DF) due dates will be announced on the announcement page but you may not know the topic until the forum begins or just a short time before it begins.

Discussion forums are a valuable and integral part of the course. You are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your ***thoughtful contributions*** are more compelling than your frequency of input!! Also, note that the reading assignment is heavy at times and again, this is largely dependent on your own initiative and time management capabilities. It is **easier to stay up with course progress than it is to catch up** once one falls behind. Finally, if you have 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 let me know!! **Remember that 20% is a large part of your grade.**

### **Chapter Discussion Questions:**

At the end of each chapter, there are various discussion questions (Questions and Research) which provide an opportunity to link chapter content to specific situations much as a manager might do. Thus, these are appropriate devices to assess your learning for an online graduate course in international marketing. When responding to these, make sure you answer the question as you think a working manager would answer rather than what you think I might be after or how I might be leaning. And, I like to see practicality and thoughtfulness revealed in your responses. I will break these up into groups of questions and will make all question groups available if you wish to work hard and get ahead. These will be available in the first days of class.

***Please submit these in the same manner as you submit the case assignments (see next). And, please take care to include only those questions in that particular discussion question group.*** Otherwise, this will become very confusing very quickly! Finally, your responses to these questions **should not need to be supplemented with outside inquiries except in a very few instances.** In short, most of your responses should flow from what you have learned from reading the chapter and the other elements of the class.

Question groups should be single spaced. Length will be dependent on the number of questions assigned and the depth of your answer. Needless verbosity will not be rewarded so in-depth and accurate substance wins out over length!! In fact, I will not put a ***minimum page limit*** on these but may place a maximum limit!! Any question group with excessive mechanical errors (misspellings, typos, etc.) will be penalized. These will be evaluated on the thoroughness of your response. For questions, see the last page of this syllabus or the Blackboard tab for Discussion Question Groups. ***These may be answered by groups of two persons!! That is, this is a group activity but not to be taken verbatim (or even paraphrased) from the text. And, your responses should be shared with your team member for complete understanding.***

### **Cases Assignments:**

You will be asked to write three (3) chapter cases. The purpose of these is to provide more linkage between what we are studying and its application. As well, as is the case with the discussion question groups, this element also helps you start and/or improve your ability to "think" like a manager. This will also help you appreciate the nuances among management issues and certainly help you make decisions under uncertainty. Finally, these are a primary component in helping us achieve the course objectives.

"Cases" should be typed and single spaced. Length is dependent on the number of questions assigned for the case. Typical length usually falls somewhere between 1 and 2 pages. Any case with excessive mechanical errors (misspellings, typos, etc.) will be penalized. Cases will be evaluated on thoroughness, creativity and practicality revealed in your responses and the quality of organization, writing, etc. ***The submission of cases will be detailed prior to the first due date.***

Remember that cases are written to inform in a professional and succinct way. Thus, verbosity should be avoided. Again, **the case analysis you submit must be independently written.**

**Final Exam:**

The format of the exam will be comprised of objective type questions (multiple choice). You are responsible for all course content on the exam. This includes readings, training sessions (if used), text material, outside readings, etc. I may provide some more focused review materials for this and at a later point, make power-point slides for the textbook available, at least for selected chapters. In other words, just about any topic is "fair game" for the exams.

And, you must adhere to the policy of working on the final exam alone. This means you are not to work in groups or gain outside assistance in any way unless instructed specifically by me to do so. Deviations from this policy will result in extreme disciplinary action up to and including expulsion from the program. This policy is not intended to penalize but rather to encourage you to learn the material on your own which is much more rewarding, especially in the long term, than the alternative.

**Other:**

We will also have a few "go to training" sessions. These are not graded and attendance is voluntary but you are urged to make every effort to attend. Topics are varied and may be as simple as going over areas from the text in more detail or discussing an end of chapter case. We may also discuss current events in the international marketplace. In short, the primary purpose of these sessions will be to offer a more interactive "feel" to the course than what might be accomplished with a "pure" web based approach.

**A Final Point:**

**This syllabus represents the plan of action for the course. It is, in many respects, a contract between us. Should you lose this document or not understand any part of it, please let me know immediately and I will help you fix the problem. Make sure to modify the schedule contained in this syllabus as necessary.**

## Assignments

*Class Discussion Forum* – To be posted on Blackboard (BB)

*Chapter Discussion Questions* – To be posted on BB

*Chapter Cases* – To be posted on BB

*Go to Training Sessions* – See below

***\*Unless notified by me, all assignments for each question group and case are due by Monday 8PM CDT of the next week - assignments turned in late will be counted off for each day late and will not be accepted after one week from the original due date. No exceptions!!***

***Example*** – If QG#1 for week of X is due on Monday X at 8PM CDT; it will not be accepted after  $x + 7$  days – that is if due on Monday the 1<sup>st</sup>, not accepted after Monday 8<sup>th</sup>!!

Scheduled Days – Try and be available should we have a “go to training” session during the following weekends:

***Jan. 23-24, 2015***

***Jan. 30-31, 2015***

***Feb. 6-7, 2015***

***Feb. 13-14, 2015***

***Feb. 20-21, 2015***