

*Sul Ross State University*  
*Department of Business Administration*

**International Marketing - Web Based**

MKT 5303  
Fall 2015  
Sections: W01; W02

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**Course Description:**

This course provides a comprehensive approach to better understand the dynamic pace of global Marketing competition and the many nuances of the global marketplace. Ideally, emphasis is placed on the development of Marketing programs and strategies in international environments flowing from the determination of objectives and methods of organization to the actual execution of Marketing programs. At a minimum, a much more in-depth understanding of global marketing in the 21<sup>st</sup> century is critical!

**Prerequisite:**

Graduate standing and MKT 3370 or equivalent.

**Course Material(s):**

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

**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:

Engagement/Responsiveness	15%	(150)
Discussion Forum(s) - Links	25%	(250)
Case Responses (4 @ 40)	20%	(200)
Questions Sets (3 @ 100)	30%	(300)
Final Exam	<u>10%</u>	<u>(100)</u>
TOTAL	100%	(800)

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.

### **Engagement/Responsiveness:**

The purpose of this graded course component is solely a function of the fact that this is an online course. As such, it is critically important that you are “engaged!” That is, that you are active in the course; responsive in submitting work; timely in responding to various requests I may have and so forth. This is intentionally a small percentage but an important component nonetheless. In short, I want to try and ensure that each of you is “on top” of course components and that the course takes on a high priority in your life for the next few months.

### **Discussion Forum(s) - Links:**

As you know, 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 mandatory and deviations from this will 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 topics will be announced on the announcement page but you may not know the topic until the forum 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, it should be noted that the reading assignment is heavy at times and again, this is largely dependent on your own initiative and time management capabilities. It is easy to stay up with course progress but more difficult to catch up once one falls behind. This type of format assumes that all class members conduct themselves professionally and consider all points of view. I will provide a separate note on the “links” part of this component.

### **Case Responses - Individual Activity:**

You will have the opportunity to write four (4) 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 single spaced. Length should fall somewhere between 1.5 to 2 pages. No case should exceed 2 pages. Any case with excessive mechanical errors (misspellings, typos, etc.) will be penalized.

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. In preparation for the cases, I would think at a minimum, it would require an initial reading 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. **Late cases will be accepted but receive a per day penalty.**

### **Question Sets:**

For many of the chapters, I will assign a few *questions* which will provide an opportunity to link chapter content to a specific situation much as a manager might do. And, since we have a long semester, these will be spread out over the term to coincide as closely as possible with the assigned readings. As is always the case, these questions enable both broader and more in-depth coverage of the topic than would otherwise be the case.

And, these are quite appropriate for a graduate course in international marketing. One helpful suggestion on the question responses is to try and think like a marketer and respond as if you are a working manager rather than responding in a more "rote" way or responding with what you think I might be after or how I might think about the situation. And, please avoid just repeating what the text has to say. At a minimum, try to express things in your own way and without the benefit of what has already been written in the text. As well, I do like to see practicality and thoughtfulness revealed in your responses but there is no deduction without these elements. We will have three question sets. Please submit these using the assignment tool in Black-Board.

***And, please note that your responses to these questions should not be supplemented with outside inquiries except in a 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.***

***You must work in groups of no fewer than two nor more than three and submit these as a group rather than as individual assignments – that is, clearly identify group members but only one submission per group. Please know that your choice of group members is important as the group grade is the grade for each and every individual in the group. Of course, work to ensure that all work submitted is high quality and of graduate caliber. And, please make certain that each group member appreciates what they did not do as well as what they did do for the group.***

The question sets should also be single spaced. Length will be dependent on the number of questions assigned and the depth of your answer. In fact, there is no minimum page limit but I will place a maximum limit!! You will find that when you work in industry, reports that are concise are much more valued than those that are verbose. Any question group with excessive mechanical errors (misspellings, typos, etc.) will be penalized. These will be evaluated on thoroughness of analysis of area(s), creativity and practicality revealed in responses, quality of organization, etc. And, on the absence of just paraphrasing directly from text material.

**Exams:**

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 will 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. The final exam is of lesser importance relative to other components of the course.

**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.*

**Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. *[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]* The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

**I have attached a typical course schedule so you can get a feel for the pace of things** and maybe this will enable you to keep better track of approximate due dates for assignments, reading requirements and so forth. Due dates will be close to what is attached but the syllabus below is just for your own planning devices. ***Let me reiterate – the syllabus is just an example!!! Firm deadlines will appear on Black-Board (BB).***

**See Next Page!!**

## Tentative Course Outline

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Aug. 24	Overview	
31	Introduction <i>Monday - Labor Day Holiday</i>	Ch. 1
Sept. 07	The Global Environment - <i>Forum</i>	Ch. 2 - 5
14	Cont. - <i>CR#1 Due</i>	Ch. 2 - 5
21	Cont. - <i>Question Set #1</i>	Ch. 2 - 5
28	Approaching Global Markets - <i>Forum</i>	Ch. 6 - 9
Oct. 05	Approaching (cont.) - <i>CR #2 Due</i>	Ch. 6 - 9
12	Approaching (cont.) -	Ch. 6 - 9
19	<i>Question Set #2</i>	
26	Global Mix	Ch. 10 - 15
Nov. 02	Global Mix (cont.) - <i>CR#3 Due</i>	Ch. 10 - 15
19**	Other (cont.) - <i>Forum</i>	Ch. 10 - 15
16	Cont. - <i>Question Set #3</i>	TBA
23	<i>Thanksgiving Holidays - 25<sup>th</sup> - 27<sup>th</sup></i>	
30	<i>CR #4 Due</i> - Wrap-up	TBA
Dec. 07	<i>Final Exam</i> on Wednesday December 9 <sup>th</sup> TBA	

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

\*\* November – 13<sup>th</sup> - Last day to withdraw from university or drop with a "W"