

Sul Ross State University
Department of Business Administration

International Marketing

MKT 5303
Fall 2016
Section: TR 9:30 – 10:45
Room: BAB 318

Professor: Dr. William C. Green
Office Phone: 837-8067; 8066 (sect.)
Email: wgreen@sulross.edu
Office Hours – By Appt. &
MW – 3:45 – 4:30; TR 8 - 9

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 21st century is critical!

Prerequisite:

Graduate standing and MKT 3370 or equivalent.

Course Material(s):

Terpstra, et al.; International Marketing, 11th ed.; Naper Publishing, 2016. (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:

Class Participation	15%	(150)
Discussion Forum(s) - Links	10%	(100)
Case Responses (4 @ 50)	20%	(200)
Questions Sets (2 @ 125)	25%	(250)
Group Presentation	20%	(200)
Final Exam	<u>10%</u>	<u>(100)</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.

Discussion Forum(s) - Links:

As you know, this class is conducted on an in-class basis which is the typical approach to education. But, this is enhanced when you have time outside of class to exchange ideas and share your own viewpoints with the other class members. Discussion forum topics will be announced on the announcement page of Black-Board (BB) 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 forum grades 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. In other words, an in-class course still does not enable one to fall too far behind. *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, lectures and the other elements of the class.

You must work in groups 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.

Presentation:

The purpose of a presentation is to get each of you 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 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.

Tentative Course Outline

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Aug. 22	Overview	
29	Introduction	Ch. 1
Sept. 05	The Global Environment - <i>Forum</i> <i>Monday - Labor Day Holiday</i>	Ch. 2 – 5
12	Cont. - <i>CR#1 Due</i>	Ch. 2 - 5
19	Cont. –	Ch. 2 - 5
26	Approaching Global Markets - <i>Forum</i>	Ch. 6 - 9
Oct. 03	Approaching (cont.) - <i>CR #2 Due</i>	Ch. 6 - 9
10	Approaching (cont.) - <i>Question Set #1</i>	Ch. 6 - 9
17	Cont.	
24	Global Mix – <i>Topic Choice Final</i>	Ch. 10 - 15
31	Global Mix (cont.) - <i>CR#3 Due</i>	Ch. 10 - 15
Nov. 07**	Other (cont.) - <i>Forum</i>	Ch. 10 - 15
14	Cont. – <i>Question Set #2</i> <i>Presentations</i>	TBA
21	<i>Thanksgiving Holidays 23th - 25th</i>	
28	<i>CR #4 Due - Wrap-up - Presentations</i>	TBA
Dec. 05	<i>Final Exam on Tuesday 8 – 10AM</i>	

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

** November – 11th - Last day to withdraw from university or drop with a "W"