

Sul Ross State University – Rio Grande College
MKTG 4348 – International Marketing – Summer II – 2017
WEB Course

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Required Text: Global Marketing – Fourth Edition.
Authors: Kate Gillespie & H. David Hennessey
Publisher: Routledge – ISBN: 978-0-7656-4295-0

Course Description

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort. This includes American companies marketing elsewhere as well as foreign firms marketing their products here in the USA.

Student Learning Outcomes (SLOs)

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

- Understand how international marketing differs from domestic marketing.
- Understand how multinational companies (both from the U.S. and from other countries) operate in overseas markets.
- Understand and be able to explain how international marketing research is conducted in foreign markets.
- Be able to discuss the characteristics of developing countries, emerging markets and developed or industrial countries.
- Understand and be able to explain the strengths and weaknesses of fast growing countries such as Brazil, India, China and other emerging markets
- 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:

There will be two multiple-choice exams with the following points and percentage distribution:

Exam 1: 100 points @ 50% of total grade
Exam 2: 100 points @ 50% of total grade
Total = 100%

Questions for the two exams will come from the assigned chapters, PPTs, videos and articles.

Grading Policy:

A =	90-100	D =	60-69
B =	80-89	F =	0-59
C =	70-79		

Blackboard and Online Access

This is a web-based course. Students will need an active Sul Ross e-mail account to access the course website through Blackboard. This site will have announcements, **PPTs** (which will be posted on a weekly basis on the “Power Points” link), and other course materials and information. Students will need reliable internet access in order to participate in this class and receive a passing grade.

I will be available for consultation online, by telephone or by appointment in my office in Del Rio

ADA (Americans with Disabilities Act)

Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility services. RGC students seeking accessibility services must contact Kathy Biddick - kbiddick@sulross.edu - 830-279-3003

Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students’ identities and to protect students’ information. 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.

Course Outline – MKTG 4348 – International Marketing – Summer Two – 2017 – Web Course

WEEK OF

- July 6: Chapter 3: Cultural and Social Forces
- July 10: Chapter 5: Global Markets
Chapter 6: Global Competitors
- July 17: Exam 1: Chapters 3, 5, & 6 will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m., the link will no longer be operational.**
- July 18: Chapter 7: Global Marketing Research
Chapter 10: Global Products Strategy
- July 24: Chapter 11: Global Strategies for Services, Brands and Social Marketing
- July 31: Chapter 14: Global Promotions Strategy
Chapter 15: Managing Global Advertising
- August 7: Final Exam: Chapters 7, 10, 11, 14, & 15, will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.**

If, at any point during the course, the schedule needs to be adjusted, the changes will be announced as soon as possible via email and on the Blackboard.