

Sul Ross State University
Department of Business Administration

International Marketing

MKT 5303
Fall 2019
Section: MW 2:00 – 3:15PM
Room: BAB 318

Professor: Dr. William C. Green
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Office Hours – By Appt. &
MW: 3:30 – 4:30; T: 8-9; 5-6; R: 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):

Cateora, et al.; International Marketing, 17th ed.; McGraw-Hill; 2016. (E-Text) & CONNECT

Program Learning Objective(s):

SLO 1	Analyze & solve complex business problems across major business functions, using advanced business principles and strategies
SLO 2	Communicate in-depth business information through written, oral and other delivery processes
SLO 3	Identify and discuss the impact of ethical and social responsibility issues in business

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	10%	(100)
CONNECT Learn-Smart LS	20%	(200)
CONNECT Other	20%	(200)
Discussion Forum(s) - Links	15%	(150)
Other (cases, etc.)	20%	(200)
Question Set – Team	<u>15%</u>	<u>(150)</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 10% seems like not all that much but it adds up!

CONNECT Learn-Smart - LS:

There are actually two Learning Management Systems (LMS) in this course – CONNECT (C) & Black-Board (BB). There are some assets with C which are valuable learning aids. One is *Learn-Smart*. At first glance, some think “big deal,” but after doing the work, it becomes clear that the Learn-Smart approach helps with both focus and time management (two valuable assets in graduate school). ***We will not cover every chapter but you should note two things.*** To receive credit for the particular chapter, it (the assignment) must be completed before the end date. Second, as there will be plenty of time to do the reading, no extensions will be granted excepting very unusual circumstances. By the way, BB does not offer anything close to this type of learning asset which is part of the reason for the use of two LMS. Plus, as there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that help with the online format of the course. Most of the C assignments will be individually based which is another reason it (C) is useful. ***C Assignments will not be linked to BB as to grading.*** So, the points on C do not really matter as percentages will be computed from C and uploaded to BB.

CONNECT - Other:

There are other assets with CONNECT which also are valuable learning aids. One, that is easily administered and applied is the quiz component based on individual chapter content. Variations on this are some homework modules which are also important. As there is variation as to chapter importance, assignment numbers and emphasis will reflect such variation. Further, such things as chapter questions and discussion forums lend themselves to BB. Thus, both LMS systems are useful tools. Once again, assignments will be announced in advance and as noted above, the assignments must be submitted on time or a late deduction will be applied. The deduction will not be excessive but enough to underscore the importance of meeting deadlines in graduate school. Most, if not all of the assignments will be assigned and due within a relatively short window (time span). The quizzes and/or homework assigned (unless noted otherwise) are intended to be completed on an individual basis and should be completed entirely on such basis. As we get started, do not hesitate to ask if something does not make sense to you or you notice I made a mistake on an assignment date, for example. There are lots of moving pieces to these type courses and I encourage your input.

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 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.*

Other:

There may be cases, videos and/or articles and current events we will consider in class. And often out of class. There will be several written assignments as well. Your involvement in this area will be directly related to this grade component. As we have such a small class, this was noted as a possible adjustment in course delivery.

Question Set:

For some 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 one question set. Please submit it 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 one group 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. No peer grade!

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.

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.

Other:

My personal position on dishonesty is as follows: if I suspect that there is even a hint or any probability (greater than 0.0), that anyone in the course is violating the policy on academic honesty (plagiarism, copying without appropriate credit, using the work of other students - even with their permission, cheating) I will take the following steps. I will take every means possible to ensure that such individual does not pass the class; and I will apprise the Head of Student Affairs; College Dean; Provost and others in an attempt to have the individual dropped from the MBA program. If this is not clear, let me know and I will be happy to clarify my position. Very simply, this is graduate school and should be approached as such. That is, you get out of graduate school in large part based on what you put into it. That is what I think is the graduate school "mindset." Finally, do not take this personally – this is only to make certain that my position is clear and there is no confusion as to what it is!

Tentative Course Outline

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Aug. 26	Overview	
Sept. 02	Introduction - <i>Monday - Labor Day Holiday</i>	Ch. 1
09	The Global Environment - <i>Forum</i>	Ch. 2 – 7
16	Cont. -	Ch. 2 - 7
23	Cont. –	Ch. 2 - 7
30	Approaching Global Markets - <i>Forum</i>	Ch. 8 - 9
Oct. 07	Approaching (cont.)	Ch. 8 - 9
14	Regional Integration	Ch. 10 - 11
21	Cont.	Ch. 10 – 11
28	Global Mix –	Ch. 12 - 18
Nov. 04	Global Mix (cont.)	Ch. 12 - 18
11**	Other (cont.) - <i>Forum</i>	Ch. 12 - 18
18	Cont. –	TBA
25	Other <i>Thanksgiving Holidays 27-29</i>	TBA
Dec. 02	Wrap-up -	
09	<i>Final Exam - TBA</i>	

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

** November – 16th - Last day to withdraw from university or drop with a "W"