

Sul Ross State University
Department of Business Administration

International Marketing

MKTA 5303- Online
Fall 2024
Sections W01
Room: NA

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Course Description:

This course provides a comprehensive approach to understand the dynamic pace of global Marketing competition and the many nuances of the global marketplace. Ideally, emphasis will be 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, 19th ed.; McGraw-Hill; 2024 (E-Text) & CONNECT

Student Learning Outcomes:

- SLO1 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

Student 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 are determined on a percentage/points basis. Course requirements follow:

Engagement/Responsiveness	10%	(100)
Learn-Smart on CONNECT	15%	(150)
Other CONNECT	15%	(150)
Discussion Forums - Individual	15%	(150)
Cases	30%	(300)
Final Exam	15%	(150)
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

A = 90 - 100%	D = 60 - 69%
B = 80 - 89%	F = Below 60
C = 70 - 79%	

Note: It is my expectation that satisfactory work in this course is at the B level or above. Thus, unless you receive notification from me or your grade average reflects lower than this level (80%), you can be assured that you are doing as expected in the course.

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 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 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 weeks. Remember that it is easy for an online course to get away from you and this is especially true with a summer online course!

Learn-Smart on Connect:

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 summer 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.

Other - Connect:

There are other assets with CONNECT which also are valuable learning aids. One, which 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 Forums:

As this class is conducted on an online basis, it 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. Discussion forums are an effective device for keeping high levels of motivation and/interest in the course and thus, are an important component of the course. As there are two sections of this course, forums are enhanced somewhat and we avoid too much repetition of thought or posts to others. In short, smaller class size helps reduce redundancy. Discussion forum topics will be posted but you may not know the topic until close to when the forum begins.

One objective with these is to get almost a reaction rather than a carefully and well developed and non-risky response. Some courses seem to be more suited for forums than others. International Marketing is such a course that lends itself to discussion forums as there is so much going on internationally and no one has all the answers! One last thing; 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 input is*** more compelling than your frequency of input! More detail will be included with the individual forum(s).

Cases:

You will be asked to write four (4) chapter cases. The purpose of these is to provide more linkage between what we are studying and its application. As well, as is the situation with the discussion question groups, this element also helps you start and/or improve your ability to "think" like an international marketing manager. This will also help you appreciate the nuances across marketing 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 will be dependent on the number of questions assigned to address the issues of the case. However, typical length usually falls somewhere around 1 page. 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 and clarity. ***The actual submission of cases will be detailed prior to your first due date.*** This information can also be found on BB. ***Use the assignment tool for submitting but it is not necessary to submit a word document.***

Remember that cases are written to inform in a professional and succinct way. And, **the case analysis you submit must be independently written**. These are actually straight forward and I think you will enjoy this part of the course. *Cases are to be done individually – no groups*. There is a greater than zero chance, one assignment might replace a case but at this point in time, I would give the four case assignments better than even odds!

Final Exam - Individual:

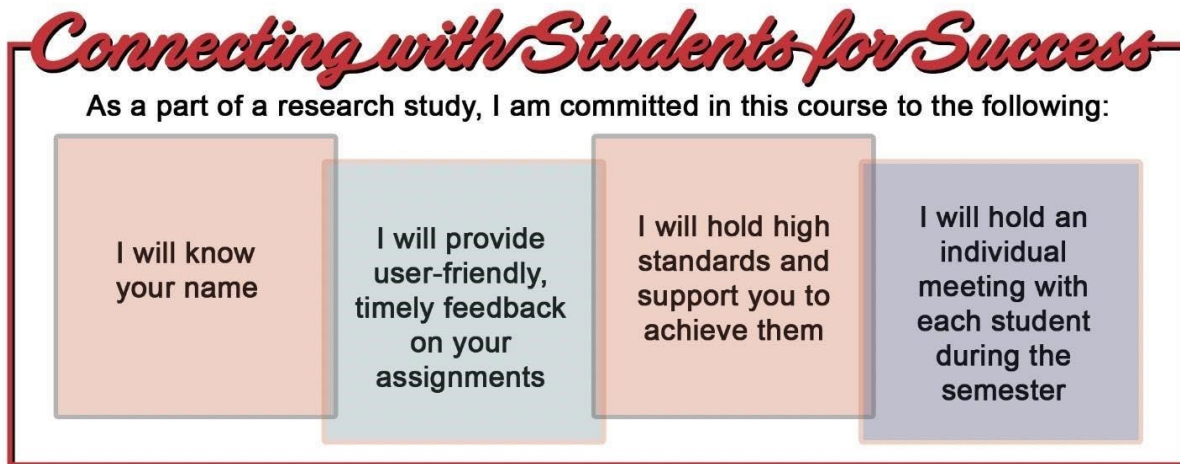
The tentative format for the final exam will be comprised, for the most part, of "objective type" questions. These may include, multiple choice, true/false, and matching questions. An additional portion of the exam may include short answer or essay type questions.

The final exam will emphasize the entire course. However, although you will be responsible for all course content on the final, there are obvious areas that are more important than other areas. The final will reflect these areas of importance. In other words, not all areas will be treated equally as to emphasis placed on the final exam. Finally, all material means just that – if I submit articles or various additional type materials, you will be responsible for such material on the final exam. In short, any topic covered in this course will be "fair game" on the final exam.

The content of this course is not part of the comprehensive exam but is quite important. Thus, I want to ensure that you finish the course with a solid body of knowledge. Having a final exam as a course component helps achieve that end.

Note: make-up exams are not given except under the most extreme and unusual circumstances.

A Unique Activity and Only For This Course – We will Both Have some Responsibility!!



This course will be participating in an initiative at Sul Ross State University referred to as “Connecting with Students for Success.” This initiative has the aim of connecting with students in such a way that their overall success is increased. As one part of this initiative, each student in class will be asked to have a short meeting with me simply to get better acquainted. We might

talk about the course, Sul Ross in general or whatever topic we think appropriate. The only real hard and fast part of this is that the meeting be completed before March 18th, 2024. Once we are “off and running” in the course, I will provide a bunch of time slots for us to meet. So, please keep this in mind. We can do a phone call if needed as I know some of you and I am not always around in Alpine TX for a face-to-face session. And note above the responsibilities I will have toward achieving the objectives of the initiative. Please keep this initiative in mind and feel free to remind me from time to time if I have not supplied some meeting times for you!

Final Points

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.

Marketable Skills:

Marketable Skill 1: Students will understand the functions of the business enterprise in the general economy.

Marketable Skill 2: Students will have the skills needed to effectively lead a business.

Marketable Skill 3: Students will be able to craft effective business strategies for both existing businesses and new businesses.

Marketable Skill 4: Students will be able to make effective oral presentations to both professional and general audiences.

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. Next: Please find a tentative course outline – this is only included to offer help on pace but certainly not as an indicator of official due dates and so forth. Official due dates will be contained in a MASTER SCHEDULE posted on Black-Board and updated as appropriate. So, don’t assume due dates below are even close to official due dates! Tentative outline is just for the sake of pacing and so forth.

Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, such as Smart-thinking, 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. 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.

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 your conduct should be consistent with all that entails. That is, you get out of graduate school in large part based on what you put into it (sort of like life). 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!

Note: The tentative schedule below is for pace and a general overview - The MASTER is the “go to” spot! The 1st MASTER SCHEDULE will be posted this week and as to “stuff” on the MASTER – you can “take it to the bank!”

Week	Topic	Assignment*
Aug. 26	Introduction	
Sept. 02	The Global Environment – <i>Labor Day Monday</i>	Ch. 1
09	Planning	Ch. 2 – 7
16	(cont.) DF #1 Case #1	Ch. 2 - 7
23	(cont.)	Ch. 2 - 11
30	Approaching global markets Case #2	Ch. 8 - 9
Oct. 07	Approaching (cont.)	Ch. 8 – 9
14	Regional Integration – DF #2	Ch. 10 - 11
21	Regional Integration (cont.) -	Ch. 10 - 11

	28	Global Mix Case #3	Ch. 12 - 18
Nov.	04**	Mix (cont.)	Ch. 12 – 18
	11*	Mix (cont.) Case #4	Ch. 12 – 18
	18	Mix (cont.) -	Ch. 12 – 18
	25	<i>Thanksgiving Holidays – 27-29</i>	
Dec.	02	Review & Wrap-Up! SEE NEXT DATES 04 - Last class Day; 05 - Thursday Dead Day 06 - Friday - First Day Exam Period - Final Exam Date TBD	
	09	Final Exam Period (continues) 09 - 11 (Monday – Wednesday) Commencement – 13th (Friday)	

**** Nov. 8th - Last Day to Drop with a "W"**

Other:

Please turn in assignments on time

Do NOT email assignments and/or Do NOT use the BB drop box or other like devices

You may write your assignments directly in the assignment submission area but you must Include a word document or both (both is what I prefer)

Please do NOT submit documents in formats other than word.doc/docx or excel (if needed)

*When submitting group work (if assigned), only one person per group needs to submit. **But all group members must be identified so everyone receives credit. THIS MAY NOT EVEN APPLY***

You will note (eventually) that we will NOT cover every chapter – only those I feel are the most critical to a solid foundation in international marketing. But, I sure hope you read everything!

And, on a personal note – I do not agree with quite a bit in the text – the philosophy they impose in particular – and they make many assumptions and statements to be taken as fact that are not correct! I feel they should leave their personal agenda(s) some place other than a text on International Marketing - but the facts and coverage on many important topics is quite good – as it should be after 19 editions!