



## Rio Grande College of Business, Sul Ross State University

### International Marketing (MKTR 5303 )-- Summer 2025 Syllabus

#### I. GENERAL INFORMATION

**Instructor:** James Cho, D.B.A.

**Classroom:** Online

**Class Schedule:** Online

**Office Location:** Eagel Pass Campus  
emailing

**Advisory Session:** Appointing by

**Contact Number:** (830) 703-4821

**E-mail:**

James.Cho@sulross.edu

#### II. Course Information

**Lecturing Materials:** Caterora, P.R., Money, R. B., Gilly, M. C. &Graham, J. L.  
(2025). *International Marketing*, the 19<sup>th</sup> edition, McGraw Hill, ISBN:  
9781264711048

**Reading materials:** Be annouanced on course blackboard.

#### III. Course Description

Learning Purposes: Study at pivotal theories of international marketing, familiar international marketing with environment, implement theories and skills of international marketing in practical international marketing situation as well as integrate into cultivating managerial competences and theories as a manager of international marketing.

#### IV. Primary Learning Activities and Objectives

1. Lecture. This course is expected to highly interact among lecturer and students. Lecturer prompts students for response to questions posed and solicits his/her thoughts on issues discussed. Format is probing and direct. Additionally, lecturer provides concrete, real-world examples to illustrate concepts. Lecture format reinforces by example appropriate methods for asking questions, gaining relevant insights, and acting persuasively and sensitively. Drilling students' presenting skill, students are required to prepare for

leading discussions based on assigned papers at scheduled weeks; therefore, the class is designed three times online discussion to interact comprehensively.

2. Readings. Course materials and other assigned readings discuss relevant topics, which are covered more depthfully in class lecture. Readings introduce concepts and present the course objectives in more depth. In class discussion of readings, wherein lecturer highlights most relevant reading topics, shows by example how to present data in a stimulating way, consistent with achieving course objectives. All students are required to read all material and prepare for discussing. The students are encouraged and welcomed to bring other issues or articles related to this course.

3. Final assigned paper related to issues of international marketing by excising a research method of the PEST analysis.

4. Learning Objectives: This course is designed to understand challenges, Cultures, and influential factors related to international marketing. Also, it drills students' capabilities for assessing global market opportunities, to developing global marketing strategies, and implementing global marketing strategies.

## **V. Assessment**

### **1. Grades.**

Assignment of Self-introduction:10%; Midterm Examination: 30%; Comprehensive Examination: 30%; Final Research assignment: 30%; Extra Bonus for online discussions: 10%.

**\* A minimum scores to pass this course is 60 points.**

## **VII. SUGGESTED ADDITIONAL READINGS**

### **1. Internet Sites.**

[www.marketingpower.com](http://www.marketingpower.com) for the American Marketing Association

### **2. Periodicals.**

Business Week, Harvard Business Review, International Journal of Advertising, Journal of Consumer Research, Journal of Advertising Research, Journal of Marketing Research, Journal of Consumer Affairs, Marketing News, Marketing Week, Psychology & Marketing, Sloan Management Review

*"I am pleased to accompany with your learning if you  
won' t give up!"*

## Recommended Statements

### **Technology Help:**

Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quick link to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine. **BLACKBOARD HELP: 432-837-6055.**

### **SRSU Distance Education Statement:**

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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. 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. Directions for filing a student complaint are located in the student handbook

### **ADA Statement:**

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student' s responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU' s Accessibility Services Director at 432-837-8203 or email [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu). Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

**Counseling:** Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356

support by visiting Timelycare/SRSU. The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

### **Required Student Responsibilities Statement**

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize him/herself with the requirements of such laws.

**Libraries:** The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu/](http://library.sulross.edu/). Off-campus access requires logging in with your Lobold and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](http://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

**Academic Integrity:** Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

**Classroom Climate of Respect:** Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect

for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

**Diversity Statement:** "I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

### **Supportive Statement**

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

### **Tutoring Center**

The Lobo Den Tutoring Center offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

- Drop-in and Scheduled Appointments: Flexible options to fit your needs.
- Hours of Operation: Monday – Friday, 8:00 AM – 5:00 PM.
- Workshops: Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.

2024-2025 Updated: 8/6/24

- Location: BWML Room 128.
- Contact Us: For more information or to book an appointment, email [tutoring@sulross.edu](mailto:tutoring@sulross.edu) or call (432) 837-8726.

Looking for additional support?

- Tutor.com offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.
- Access Tutor.com via Blackboard: Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!