



Course Syllabus
MKTR 5303 International Marketing
Summer II 2026

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Class: MKTR 5303 International Marketing
Class Time: Asynchronous
Instructor: James Cho
Office: R 102, 3420 Amy St., Eagle Pass
Phone: 830.703.4821

Credits: 3
Location: Online Asynchronous
E-mail: James.Cho@sulross.edu
Office Hours: Appointed via teams
Required Meetings: July 6th & July 26

Required Materials: Reviewing at weekly module on SR Blackboard

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

Supporting Material: Provided through SR Blackboard

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.

Course Learning Outcomes: Upon successful completion of the course students will:

1. Critically assess global market opportunities and risks by analyzing international economic, political, legal, and socio-cultural environments.
2. Formulate and justify market entry and expansion strategies (e.g., joint ventures, franchising, direct investment, exporting) tailored to specific regional contexts.
3. Evaluate the trade-offs between global marketing standardization and local market adaptation, and dynamically adjust the marketing mix (Product, Price, Place, and Promotion) accordingly.
4. Decode complex, cross-cultural consumer behaviors and decision-making processes to effectively segment, target, and position brands internationally.
5. Design and manage international distribution channels and logistics networks while navigating trade barriers, tariffs, and global channel conflicts.
6. Formulate international marketing strategies that adhere to global ethical standards, corporate social responsibility (CSR), and diverse regulatory frameworks.

MBA Learning Outcomes: Upon successful completion of the MBA students will:

1. The ability to collect, evaluate and analyze data to make informed international marketing decisions.
2. Demonstrate international marketing skills through the development of innovative solutions to complex problems that satisfy the needs of the multiple stakeholders of the organization.
3. The ability to design sustainable international marketing strategies that ensure long term competitive advantage in the ever changing global managerial environment.

4. The ability to recognize major digital trends impacting international marketing and adapt their organization to leverage these trends into competitive international marketing advantages.

MBA Marketable Skills: Upon successful completion of the MBA students will have the following markable skills:

1. The ability to use software to analyze and report data.
2. The ability to work with others to solve problems.
3. The ability to communicate effectively.
4. The ability to use the latest digital technology.

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. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect: 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 other students.

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](https://www.timelycare.com/sulross). 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 SRSU International students.

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/. 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), 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/ or ask a librarian by emailing srsulibrary@sulross.edu. 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.

Americans with Disabilities Act (ADA): Sul Ross State University (SRSU) is committed to equal access in compliance with 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 Mary Schwartze, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mary.schwartze@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

Official Communication: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

Technical Support: The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email blackboardsupport@sulross.edu. You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

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

Assignments

Late Work: There will be a 10% penalty for assignments submitted late.

Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts – Due Weekly	350 points	A = 900 to 1000 points
Assignment 1 – Due July 12, 2026.	200 points	B = 800 to 899 points
Assignment 2 – Due August 2, 2026.	200 points	C = 700 to 799 points
Final – Due August 09, 2026.	250 points	D = 600 to 699 points
		F = less than 599 points
Possible Points		1000 points

Course Assignments

Weekly Discussion Board Expectations:

1. A weekly discussion board assignment will be available by 12:01 AM Monday during weeks 1-5 and have a due date of the following Sunday at 11:59 PM.
2. Students will be required to respond to the question itself by Friday and reply to two other students by Sunday night (due date).
3. The question will be designed to facilitate discussion by requiring students to offer their analysis, evaluation or design based on the courses weekly topic. (Blooms Levels 5-6).
4. The Instructor promises to be active in the Discussion Board by responding to at least half of the student posts each week.

Discussion Board Rubric: (70 points)

Rubric 1: The student's main post responded completely and substantially to all of parts of discussion question. (50 points).

Rubric 2: The Student's initial post was no later than Friday (5 points)

Rubric 3: The response was well-organized, clear and free of grammatical and mechanical errors. (5 points).

Rubric 4: The student post substantially to two other students. 5 points each (10 points)

Assignment 1 (200 points): Self-Introduction Related to This Course

To do the first assignment, you may provide information as follows in 2 pages but not limited.

Introduce yourself included your full name, preferred name, educational and industrial backgrounds related to this learning (if you have any both a full-time or part-time, position, and working content as well).

What have you known about this course (marketing) so far?

What are your expectation and motivation to learning this course?

Any further innovative information is welcome and free to share with your colleagues and instructor!

Upload your essay more than a 2-page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Assignment 2 (200 points): The second Assignment—Coke and Pepi learn to compete in India (see the details in the Week 4 module).

Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

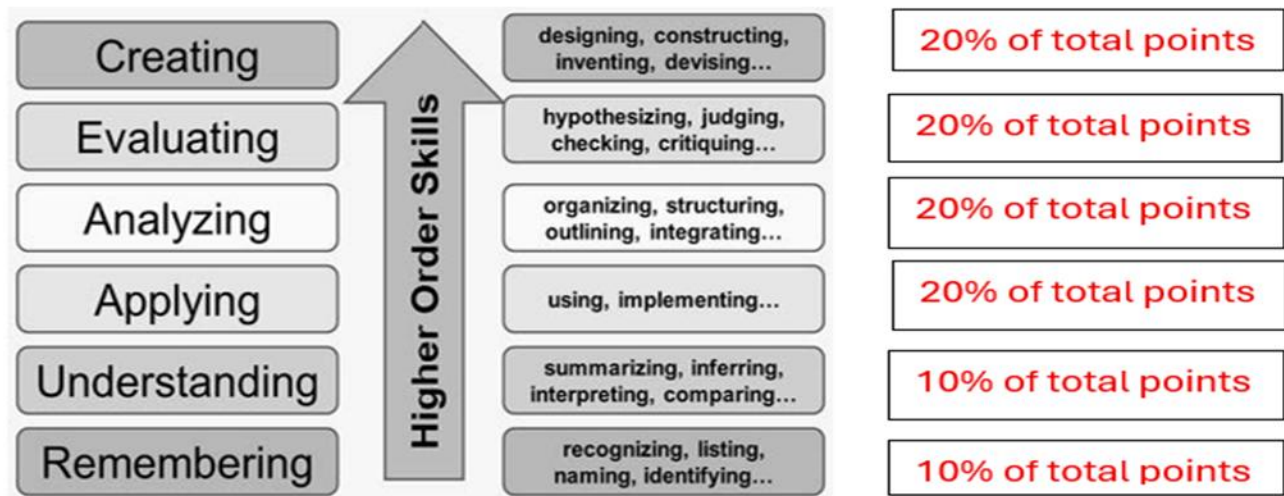
Please refer to an assessing criterion of performance rubrics (Figure 1) for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Final Exam (250 points): The PEST Analysis

Final Rubric:

Instructors will develop appropriate rubrics for the comprehensive course final equal to 250 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Figure 1. Assessing Criteria of student's Assignment performance



Schedules for MKTR 5303 International Marketing – 2nd Session, Summer 2026

Week	Topic	Readings
July 6	Discussion 1: Starbucks—Going Global Fast Assignment 1 due Monday, July 12, 2026	Week 1 Module
July 14	Discussion 2: Which cultural issues are most influence to international market recently?	Week 2 Module
July 21	Discussion 3: Amazon in Emerging Markets	Week 3 Module
July 28	Discussion 4: Becoming TikTok famous strategies for global brands to engage consumers in an emerging market Assignment 2 of Case study: Coke and Pepi learn to compete in India due Monday, August 2, 2026	Week 4 Module
August 4	Discussion 5: Making Socially Responsible and Ethical Marketing Decisions—Selling Tobacco to Third World Countries	Week 5 Module
August 11	Final Exam Due Tuesday August 9, 2026	

Note: Course information is subject to modify based on discussing in advance.

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@James Cho, 2026