MKTG 4321 – International Marketing

Course Description/Overview

A study of the fundamental concepts, principles, and theories of marketing in an international setting. Particular attention is given to foreign environmental variables including political, legal, geographic, and culture affecting marketing strategies. Global issues that challenge today’s marketer, techniques for successfully entering international markets and the basic elements of an international marketing mix are studied.

Prerequisite Knowledge
Junior standing, completion of Marketing 3321.

Course Technology
Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard.

Class Meeting Times
The class meets on Mondays from 6:00 p.m. to 8:50 p.m.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Gayle Randall
Senior Instructor of Management and Marketing
Office: RAS 244
Phone: 325-486-6619; Mobile: 325-939-1263
E-mail: grandall@angelo.edu
Office Hours: Monday/Wednesday: 10:45 a.m. – 12:00 p.m.; 12:45 – 1:30 p.m.; other times by appt.

Course Objectives

Student Learning Outcomes:
After completing this course, you should be able to:

LG1: Demonstrate knowledge of contemporary theory and practice in the field of international marketing through the assessment of two examinations.
LG2: Demonstrate competency in team building skills as well as interpersonal, oral and written communications by preparing and presenting a professional-quality international case analysis and in-class presentation.

LG3: Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality international case analysis and in-class presentation.

**Course Philosophy and Additional Skills Developed:**

This course is designed to balance discussion and interaction with traditional lectures. Research has established that providing opportunities for active learning in the classroom usually improves the overall learning a student takes away from a course. Furthermore, the skills outlined below are critical to developing a desire for life-long learning required to succeed in your career of choice. With this in mind, this class and the lectures have been developed to engage students in discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:

1. **Active participation** - Everyone - students, professor, and visitors - will actively participate in the class on a daily basis. Attendance is not only expected, but imperative. A portion of your course grade will be dependent upon your active involvement in the course.

2. **Cooperation and Mutual Respect** - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn-taking in both sharing and listening is expected.

3. **Creativity** – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.

4. **Problem-solving** – You will be required to not only identify problems but also to generate solutions and make recommendations based on a logical and thorough analysis of the alternatives.

5. **Individual accountability** – All members of the class will be held responsible for their own learning as well as the learning within their individual case study team.

**Course Textbook and Required Readings**


Case study readings are assigned in conjunction with the chapters and are provided to you in PDF format on Blackboard.
Grading Policies

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Assigned Case Questions (8 cases @ 12.5 points each)</td>
<td>100</td>
</tr>
<tr>
<td>Case Study Presentation</td>
<td>100</td>
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<tr>
<td>Total Points</td>
<td>400</td>
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Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %
- B = 80 – 89 %
- C = 70 – 79 %
- D = 60 – 69 %
- F = Below 60%
- A = 360 - 400 points
- B = 320 – 359 points
- C = 280 – 319 points
- D = 2400 – 279 points
- F = Below 240 points

Tests and Final Exams

The tests during the term are objective-test format. The tests will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

- The tests during the term will generally involve about 50 - 60 choice and they will sample about evenly from both the general concepts and the details presented in the text and in class.

- Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

- Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

- The final exam will cover only the material covered since the prior exam.

Assigned Case Questions

Students are expected read the case, analyze it, and answer the assigned questions to each case. Students will use Microsoft Word or other micro processing format to print responses. The assigned case questions are due at the beginning of each class period. Each case assignment is worth a maximum of 12.5 points. There are 9 case study assignments that will be covered throughout the semester; students may choose 8 of the 9 to complete.
Case Study Presentation
The purpose of the presentations is to enhance interpersonal communication skills that are essential in today’s business environment.

Present the following:

1. Overview of the company or companies involved, address international aspects
2. Overview of the marketing and management issue(s)
3. Discuss the root causes of the mistake or the reasons for the success
4. Discuss what can be learned from the case
5. Answer all questions presented by the author at the end of the case
6. If possible, bring us up to date on the company and the individuals involved

- Analyze any graphs or charts in the case
- Bring a copy of presentation to class the day you present. You may use PowerPoint slides to class the day you present.
- Present for at least 20 minutes in length
- Be prepared, be practiced, and wear proper presentation attire

You will be given an opportunity to sign up for the case studies on the first day of class.

Attendance Policy
Attendance is not only strongly encouraged, but expected. The model I will use in assigning attendance grades is as follows:

0 to 2 absences  Qualifies you for any curve that is given at the end of the term.
3 to 4 absences  You do not qualify for any curve that is given at end of term.
5 to 6 absences  Your final grade is dropped by a letter grade.
7+ absences  You will receive an “F” for the term.

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.**

Response Time
Individual and team case analyses will be graded and returned to the students within two weeks of the assignment due date.

Missed/Late Work
Late assignments will be penalized by 50%.
Course Policies

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

Courtesy and Respect
Courtesy and Respect are essential ingredients to this course. We respect each other’s opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

Accommodations for Disability
As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

Religious Holy Day Observance
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to
the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Incomplete as a Course grade**
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

**Grade Appeal Process**
As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

**Conferences**
I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.
### Marketing 4321 Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Activity</th>
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<tbody>
<tr>
<td>8/28</td>
<td>Course Introduction; Case Study Sign-up</td>
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<tr>
<td>9/04</td>
<td>Labor Day; enjoy the holiday!</td>
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<tr>
<td>9/11</td>
<td>Chapter 1, The Scope and Challenge of International Marketing</td>
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<tr>
<td></td>
<td><em>Case: Starbucks – Going Global Fast; Questions 1, 2, and 4</em></td>
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<tr>
<td>9/18</td>
<td>Chapter 3, History and Geography: The Foundations of Culture</td>
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<td><em>Case: Nestle – The Infant Formula Incident; Questions 1 and 2</em></td>
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<tr>
<td>9/25</td>
<td>Chapter 4, Cultural Dynamics in Assessing Global Markets</td>
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<td><em>Case: The Not-So-Wonderful World of Disney; Questions 1 and 8</em></td>
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<tr>
<td>10/09</td>
<td>Chapter 5, Culture, Management Style, and Business Systems</td>
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<td></td>
<td>*Case: Making Social Responsible/Ethical Decisions: Selling Tobacco to 3rd</td>
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<td>World; Questions 1, 3, and 4</td>
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<tr>
<td>10/16</td>
<td>Chapter 8, Developing a Global Vision through Marketing Research</td>
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<td>*Case: Marketing Microwave Ovens to a New Market Segment; no questions to</td>
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<td>answer this week, just read and be prepared to discuss.</td>
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<tr>
<td>10/23</td>
<td><strong>EXAM 1 (Chapters 1, 3, 4, 5, and 8)</strong></td>
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<td>10/30</td>
<td>Chapter 12, Global Marketing Management: Planning and Organization</td>
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<td><em>Case: Coke and Pepsi Learn to Compete in India; Questions 2 and 4</em></td>
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<tr>
<td>11/06</td>
<td>Chapter 13, Products and Services for Consumers</td>
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<td>*Case: Cultural Norms, Fair and Lovely, and Advertising; Questions 1, 3, and 5</td>
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<td>11/13</td>
<td>Chapter 15, International Marketing Channels</td>
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<td>*Case: Gilette: The 11-Cent Razor, India, and Reverse Innovation; Questions 2</td>
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<td>and 4</td>
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<tr>
<td>11/20</td>
<td>Chapter 16, Integrated Marketing Communications and International Advertising</td>
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<td>*Case: McDonald’s and Obesity; Questions 1 and 2</td>
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<td>11/27</td>
<td>Chapter 17, Personal Selling and Sales Management</td>
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<td>*Case: National Office Machines – Motivating Japanese Salespeople; Questions 1</td>
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<td>and 2</td>
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<tr>
<td>12/04</td>
<td>Chapter 18, Pricing for International Markets</td>
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<tr>
<td>12/11</td>
<td><strong>EXAM 2: 6:00 – 8:00 p.m. (Chapters 12, 13, 15, 16, and 17)</strong></td>
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