MKT 4321 – International Marketing

Course Description/Overview

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. Not all firms engaged in overseas marketing have a global perspective, but all firms are affected by the competitive activity in the global marketplace.

The purpose of this course is to study, analyze, and develop solutions to marketing problems across international borders. An environmental/cultural approach to international marketing permits a truly global orientation and the student’s horizons are not limited to any specific nation or to a particular way of doing business in a single nation. Instead, the course provides an approach and framework for identifying and analyzing the important cultural and environmental uniqueness of any nation or global region.

Prerequisite Knowledge
Junior standing

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 Backboard.

Class Meeting Times
MW 1:30 p.m. to 2:45 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

Olalekan (Ola) Seriki
Instructor of Management and Marketing
Office: RAS 210
Phone: 325-942-6599
E-Mail: Ola.Seriki@angelo.edu
Office Hours: By appointment via email
Office Hours:

**Monday:** 11:00 a.m. – 1:00 p.m.; 3:30 p.m. – 5:00 p.m.
**Tuesday:** 11:00 a.m. – 1:00 p.m.; 4:00 p.m. – 5:00 p.m.
**Thursday:** 11:00 a.m. – 1:00 p.m.; 3:30 p.m. – 5:00 p.m.

I will work hard to return all emails and phone messages received within 24 hours of receiving them (in most cases I will be quicker than that).

Information contained in this syllabus is subject to change at the discretion of the instructor. Every attempt will be made to provide students with adequate notice of any change.

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**Course Objectives**

**Learning Objectives:**

Upon completion of this course, students will be able to...

1. Demonstrate knowledge of contemporary theory and practice in the field of international marketing through the assessment of three examinations.

2. Demonstrate competency in team building skills as well as interpersonal, oral and written communications by preparing and resenting a professional-quality international case analysis and in-class presentation.

3. Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and presentation 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. Preparation: It is important that you read assigned material before class, as lectures are designed to expand, rather than review text material.
2. Professional conduct: Because of the nature of the class it is important that you practice professional behavior at all times. That includes:

✓ Regularly attending class
✓ Being on time for class
✓ No cell phones, newspapers, or non-class related material.
✓ All cell phones will be turned off and no texting is allowed.
✓ Respecting the rights of your fellow students by not carrying on conversations that would distract, disturb or disrupt others.

3. 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.

Class Schedule

The schedule is a guide to your class preparation. It is an estimation of where we will be as the semester progresses and not a binding contact. In addition to the assigned reading, additional class assignments may be made in class. Any modifications to the schedule or syllabus will be announced in class. It is the student’s responsibility to be aware of any changes.

Assessment Methods

Learning outcomes will be assessed through four exams, class participation, case study assignments and in-class presentations.

Course Textbook and Required Readings


The text is available directly from McGraw-Hill and includes the LearnSmart interactive reading tool and Connect, an electronic homework system.

It is imperative that students order the electronic package of text materials as described above for this course. This package includes an electronic version of the text (with interactive reading exercises) and electronic homework assignments. If students wish, they could also order a loose-leaf, printed copy of the text from the publisher when they purchase the electronic package.

Students can purchase the electronic version of the text and “join” this portion of the class at:
The loose-leaf textbook along with a code to access the electronic materials for the course is also available at the ASU Bookstore.

Other readings are assigned in a timely manner as needed and are provided to you as PDF, MS Word format, or a link to an online resource will be provided.

## Grading Policies

This course employs the following to measure student learning.

<table>
<thead>
<tr>
<th>Grade Calculations</th>
<th>Percent of Grade</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>11.25%</td>
<td>Wednesday, September 12</td>
</tr>
<tr>
<td>Exam 2</td>
<td>11.25%</td>
<td>Monday, October 15</td>
</tr>
<tr>
<td>Exam 3</td>
<td>11.25%</td>
<td>Wednesday, October 31</td>
</tr>
<tr>
<td>Final Exam</td>
<td>11.25%</td>
<td>Monday, Dec. 10</td>
</tr>
<tr>
<td>Connect Homework Assignment</td>
<td>10%</td>
<td>Due for assigned textbook chapters</td>
</tr>
<tr>
<td>Case Analysis and in-class Presentations</td>
<td>5%</td>
<td>September 17 &amp; 19</td>
</tr>
<tr>
<td>Article Presentation</td>
<td>10%</td>
<td>Each group will present two articles.</td>
</tr>
<tr>
<td>Group Project: International Marketing Plan</td>
<td>25%</td>
<td>Oct. 3 &amp; 8; Nov. 7 &amp; 12; Nov. 28, Dec. 3, and Dec. 10</td>
</tr>
<tr>
<td>Attendance</td>
<td>5%</td>
<td>Every class</td>
</tr>
</tbody>
</table>
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 = 59 % and below.

A: Exams

The exams during the term will consist of essay and multiple choice questions given in the traditional format (given in class 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 exams during the term will sample about evenly from both general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the exams during the allocated times is your responsibility. The exams are on the schedule and I urge you to mark them on your calendar now.

Make up exams will be given only for reasons deemed legitimate by the instructor and should be avoided if all possible. If you have to miss an exam for any reason, you must notify the instructor in advance, if you are ill or otherwise incapacitated a short email will suffice.

B: Case Study Presentations

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 issues
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 chats in the case
- Bring a copy of presentation to class the day you present. You may bring PowerPoint slides to class the day you present
- Present for at least 20 minutes in length
You will be given an opportunity to sign up for the case study on the first day of class.

C: Article Analysis and Presentation

The purpose of the exercise is to familiarize students with events in today’s business environment that are associated to the topics discussed in class.

Details:
- Each group will present two course-relevant articles during the semester.
- Each group is responsible for choosing its own articles.
- Article to be presented must be relevant to topics, issues, and objectives of the course.
- Articles to be presented must be sources from a reputable platform, such as Wall Street Journal, New York Times, Yahoo Business News, etc.,

Presentation Details:
- Discuss the key issue(s) addressed in the article.
- Relate content of article to this course.
- Discuss your major takeaways from the article.
- Discuss any opposing opinion you may have about the content of the article.
- Answer questions from the Instructor and from your class mates.

D: International Marketing Plan

The learning objectives for the international marketing term project are fourfold.

(1) To familiarize the student with the cultural environment of a country as the subject of the project and to facilitate cross-cultural understanding.

(2) To provide the student with the opportunity to prepare a marketing plan for a product, which is being considered for marketing in a country they have selected. The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan.

(3) To effectively reinforce key concepts covered in this and other courses.

(4) To stimulate students to expand their learning horizons through the identification of materials required to complete the project.

The project will require each team to select a country, a product and write four short papers. The first paper is a general survey of the country’s culture. The second covers the economy of the country including a thorough analysis of the distribution and marketing
systems. The third paper is a market audit and competitive analysis of the country market for the team’s product. The final paper is the marketing plan for the product under consideration in the country selected.

Team product and country will be assigned during the second week of class. These assignments will be presented during the second, third, fourth, and last week of class (see course schedule for presentation dates). One copy of the power-point presentation will be presented to the instructor for use in grading the assignment.

The team presentation should be no longer than 20 minutes. Bonus points will be awarded for style and creativity in the presentation.

**E: Attendance and Participation (5% of final grade):**
This part of the assessment will be based on class attendance and your participation in the class.

**Peer Evaluation**
Each member of the group is expected to make equitable contribution to the overall group effort. Each team member will be expected to contribute to the organization effort (who should do what), quantity of work developed, quality of the work developed, and/or make a major contribution to the team dynamic (working together to brainstorm ideas, evaluate alternatives and make choices).

At the end of the presentation, each team member will have an opportunity to evaluate his/her team members’ contribution to the project based on specific evaluation criteria and provide feedback to the instructor. The evaluation forms, for this purpose, will be supplied to you. Peer evaluations will be confidential and could influence the individual class participation grades.

Part of the learning experience of this course involves learning to work as a team. This means that if you feel a group member or members are under-performing, you must pick up the slack. It also means that if you do not pull your weight, you can expect to receive a poor evaluation and your group project grades to be negatively affected. It is important to let your fellow group members know how they are doing. No one should be surprised at a poor evaluation. Each group member should be frank with the others in evaluating their performance and should let them know how they can improve throughout the team project. I do not expect to hear about group disputes and will not reassign members. Evaluations are the final work on group performance.

**Response Time**
- Exam grades will be made available within 24 hours after the exam is taken.
- Case analysis will be graded and returned to the students within a week of the assignment due date.
• Questions and all other inquiries will be attended to within 24 hours, except on weekends and holidays.

Missed/Late Work
Late assignments will be penalized one letter grade per class day.

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 no 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
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the
services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Student absence for religious holidays
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.
## Course Outline

*Note: Each connect quiz is due at 11:59pm on the day prior to the day the associated chapter is to be discussed in class.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity/Topic</th>
<th>Detail</th>
<th>Assignment Due</th>
</tr>
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<tbody>
<tr>
<td>Mon., 8/27</td>
<td>1:30 pm - 2:45 pm</td>
<td>Course Introduction: Overview and Introduction</td>
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</tr>
<tr>
<td>Wed., 8/29</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Lecture:</strong> Introduction to International Marketing</td>
<td>Chapter 1</td>
<td></td>
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<tr>
<td>Mon., 9/3</td>
<td></td>
<td><em>Labor Day Holiday</em></td>
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<tr>
<td>Wed., 9/5</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Lecture:</strong> Dynamic Environment of International Marketing</td>
<td>Chapter 2</td>
<td>• Chapter 2 quiz (in connect)</td>
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<td></td>
<td></td>
<td>• Article Presentation (Groups 1, 2)</td>
</tr>
<tr>
<td>Mon., 9/10</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Lecture:</strong> Geography, History, and Global Marketing</td>
<td>Chapter 3</td>
<td>• Chapter 3 quiz (in connect)</td>
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<td></td>
<td></td>
<td>• Article Presentation (Groups 3, 4)</td>
</tr>
<tr>
<td>Wed., 9/12</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>EXAM 1</strong></td>
<td>Chapters 1, 2, 3</td>
<td></td>
</tr>
<tr>
<td>Mon., 9/17</td>
<td>1:30 pm - 2:45 pm</td>
<td>Team Case Presentation</td>
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<tr>
<td>Wed., 9/19</td>
<td>1:30 pm - 2:45 pm</td>
<td>Team Case Presentation</td>
<td></td>
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<tr>
<td>Mon., 9/24</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Work Lab:</strong> Team International Marketing Plan (Cultural Environment Paper)</td>
<td></td>
<td>Article Presentation (Groups 5, 6)</td>
</tr>
<tr>
<td>Wed., 9/26</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Lecture:</strong> Cultural Dynamics in Global Marketing</td>
<td>Chapter 4</td>
<td>• Chapter 4 quiz (in connect)</td>
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<td>• Article Presentation (Groups 7, 8)</td>
</tr>
<tr>
<td>Mon., 10/1</td>
<td>1:30 pm - 2:45 pm</td>
<td>Cultural Environment Paper &amp; Presentation (All Groups)</td>
<td></td>
<td>Culture Paper Due</td>
</tr>
<tr>
<td>Wed., 10/3</td>
<td>1:30 pm - 2:45 pm</td>
<td>Cultural Environment Paper &amp; Presentation (All Groups)</td>
<td></td>
<td>Culture Paper Due</td>
</tr>
<tr>
<td>Mon., 10/8</td>
<td>1:30 pm - 2:45 pm</td>
<td><strong>Lecture:</strong> Business Systems and Customs</td>
<td>Chapter 5</td>
<td>• Chapter 5 quiz (in connect)</td>
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<td></td>
<td></td>
<td></td>
<td>• Article Presentation (Groups 9, 10)</td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>Event Description</td>
<td>Chapter(s)</td>
<td>Additional Information</td>
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</tbody>
</table>
| Wed., 10/10| 1:30 pm - 2:45 pm | **Lecture:** Political Environment and International Trade | Chapter 6                  | • Chapter 6 quiz (in connect)  
• Article Presentation (Groups 11, 12) |
| Mon., 10/15| 1:30 pm - 2:45 pm | EXAM 2                                                      | Chapters 4, 5, 6            |                                                 |
| Wed., 10/17| 1:30 pm - 2:45 pm | **Lecture:** The International Legal Environment           | Chapter 7                  | • Chapter 7 quiz (in connect)  
• Article Presentation (Groups 13, 14) |
| Mon., 10/22| 1:30 pm - 2:45 pm | **Lecture:** Marketing Research and International Marketing | Chapter 8                  | • Chapter 8 quiz (in connect)  
• Article Presentation (Groups 1, 2) |
| Wed., 10/24| 1:30 pm - 2:45 pm | **Lecture:** Economic Development and the Americas          | Chapter 9                  | • Chapter 9 quiz (in connect)  
• Article Presentation (Groups 3, 4) |
| Mon., 10/29| 1:30 pm - 2:45 pm | **Work Lab:** Team International Marketing Plan             | Article Presentation (Groups 5, 6) |       |
| Wed., 10/31| 1:30 pm - 2:45 pm | EXAM 3                                                      | Chapters 7, 8, 9            |                                                 |
| Mon., 11/5 | 1:30 pm - 2:45 pm | **Lecture:** Europe, Africa, and the Middle East            | Chapter 10                 | • Chapter 10 quiz (in connect)  
• Article Presentation (Groups 7, 8) |
| Wed., 11/7 | 1:30 pm - 2:45 pm | **Economic Environment Paper & Presentation**               | Economic Paper Due          |                                                 |
| Mon., 11/12| 1:30 pm - 2:45 pm | **Economic Environment Paper & Presentation**               | Economic Paper Due          |                                                 |
| Wed., 11/14| 1:30 pm - 2:45 pm | **Lecture:** The Asia Pacific Region                        | Chapter 11                 | • Chapter 11 quiz (in connect)  
• Article Presentation (Groups 9, 10) |
| Mon., 11/19| 1:30 pm - 2:45 pm | **Lecture:** International Distribution Channel            | Chapter 15                 | • Chapter 15 quiz (in connect)  
• Article Presentation (Groups 12, 13) |
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
<th>Chapters</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed., 11/21</td>
<td>1:30 pm - 2:45 pm</td>
<td>Lecture: Pricing for International Markets</td>
<td>Chapters 18</td>
<td>• Article Presentation (Groups 11, 12)</td>
</tr>
<tr>
<td>Mon., 11/26</td>
<td>1:30 pm - 2:45 pm</td>
<td>Work Lab: Team International Marketing Plan (Market and Competitive Environment)</td>
<td></td>
<td>• Chapter 18 quiz (in connect)</td>
</tr>
<tr>
<td>Wed., 11/28</td>
<td>1:30 pm - 2:45 pm</td>
<td>Market and Competitive Environment Paper Presentation (All Groups)</td>
<td></td>
<td>• Article Presentation (Groups 13, 14)</td>
</tr>
<tr>
<td>Mon., 12/3</td>
<td>1:30 pm - 2:45 pm</td>
<td>Market and Competitive Environment Paper Presentation (All Groups)</td>
<td></td>
<td>Paper Due</td>
</tr>
<tr>
<td>Wed., 12/5</td>
<td>3:30 pm - 5:30 pm</td>
<td>Work Lab: Team International Marketing Plan (Final Marketing Plan)</td>
<td></td>
<td>Paper Due</td>
</tr>
<tr>
<td>Mon., 12/10</td>
<td>3:30 pm - 5:30 pm</td>
<td>Final Exam</td>
<td>Chapters 10, 11, 15, &amp; 18</td>
<td>Marketing Plan Paper Due</td>
</tr>
</tbody>
</table>