MKT 4321 – International Marketing  
Second Summer 2019  
(Online Class)

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, 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 Backboard.

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
Dr. Olalekan Seriki  
Office: RAS 210  
Phone: 325-942-6599  
E-Mail: Ola.Seriki@angelo.edu

Class Meeting: Online

Office Hours: By appointment via email.
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.

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 quizzes, homework assignments, discussion board assignments, and four exams.

It is imperative that students meet all course deadlines as outlined in the course schedule.

Course Textbook and Required Readings

Cateora, Gilly and Graham; International Marketing; 17th edition (with LearnSmart Access), McGraw-Hill. ISBN: 1259304485

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

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 online course at: https://connect.mheducation.com/class/o-seriki-second-summer-2019-online-class

The loose-leaf textbook along with a code to access the electronic materials for this course is also available at the ASU Bookstore.
Grading Policies

This course employs the following to measure student learning.

**Individual Work**
- Exam 1: 15%
- Exam 2: 15%
- Exam 3: 15%
- Final Exam: 15%
- LearnSmart Reading Exercise: 10%
- Chapter Quizzes (in connect): 20%
- Discussion board Assignment (2): 10%

**Total points**: 100%

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %
- B = 80 – 89.9 %
- C = 70 – 79.9 %
- D = 60 – 69.9 %
- F = 59 % and below

**Exams**

Four exams will be given during the course. Students should expect exams consisting of multiple choice questions only. Questions on the exams will test student’s understanding and application of topics and concepts in relevant text chapters. The exams are not cumulative.

Any material from the assigned text chapters is “fair game” on the exams, unless otherwise noted by the professor.

Make up exams will be given only for reasons deemed legitimate by the instructor and should be avoided if at 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 phone message or email will suffice.

**LearnSmart Readings**

Students must complete the LearnSmart exercises (interactive reading exercises), even if they read a hard copy of the text. You will be given credit for completing these exercises. LearnSmart allows you to attempt your assignments as many times as you would like.
Your score on each LearnSmart assignment will be determined by the work that you have done by the deadline listed for each assignment (no late assignments are accepted). LearnSmart records your best score across all attempts.

**Connect Chapter Quizzes**
At the end of your LearnSmart exercises (interactive reading exercises in Connect) on each chapter you should complete the chapter quiz. Each quiz consists of 10 multiple choice questions. You can attempt the quizzes only one time each.

**Discussion Board (Blackboard) Assignment**
The goal of this assignment is to enhance social and learning presence among students for the purpose of realizing course objectives. This assignment will be completed in two steps.

- **Step 1:** Complete posted discussion board assignments. This assignment will be graded.
- **Step 2:** Each student is required to select two of his/her peers’ completed posts to provide meaningful feedback. Note: Comments like “I agree” or one sentence feedback will not be graded.
- **Students will earn a grade for this assignment only after the above stated steps have been completed, and within the specified time.**

**Response Time**
- Exam grades will be made available within 24 hours after the exam is taken.
- Questions and all other inquiries will be attended to within 24 hours, except on weekends and holidays.

**Missed/Late Work**
Late submission of assignments will not be accepted

**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**
Courteous 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

<table>
<thead>
<tr>
<th>Text Chapter</th>
<th>Chapter Topic</th>
<th>Assignment</th>
<th>Available</th>
<th>Due By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to International Marketing</td>
<td>LearnSmart Interactive Reading Assignment</td>
<td>Mon., 7/8, 8:00 am</td>
<td>July 12 at 11:59pm</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 1 Quiz</td>
<td>Mon., 7/8, 8:00 am</td>
<td>July 12 at 11:59pm</td>
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<td>2</td>
<td>Dynamic Environment of International Marketing</td>
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<td>Chapter 2 Quiz</td>
<td>Mon., 7/8, 8:00 am</td>
<td>July 12 at 11:59pm</td>
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<tr>
<td>3</td>
<td>Geography, History, and Global Marketing</td>
<td>LearnSmart Interactive Reading Assignment</td>
<td>Mon., 7/8, 8:00 am</td>
<td>July 12 at 11:59pm</td>
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<td>Chapter 3 Quiz</td>
<td>Mon., 7/8, 8:00 am</td>
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<td><strong>EXAM 1: Ch. 1,2,3</strong></td>
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<td><strong>Fri., 7/12, 8:00 am</strong></td>
<td>July 13 at 11:59pm</td>
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<td>4</td>
<td>Cultural Dynamics in Global Marketing</td>
<td>LearnSmart Interactive Reading Assignment</td>
<td>Mon., 7/15, 8:00 am</td>
<td>July 19 at 11:59pm</td>
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<td>Chapter 4 Quiz</td>
<td>Mon., 7/15, 8:00 am</td>
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<td>5</td>
<td>Business Systems and Customs</td>
<td>LearnSmart Interactive Reading Assignment</td>
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<td>Chapter 5 Quiz</td>
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<td><strong>Discussion Board Assignment</strong></td>
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<td><strong>Mon., 7/15, 8:00 am</strong></td>
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<td>6</td>
<td>Political Environment and International Trade</td>
<td>LearnSmart Interactive Reading Assignment</td>
<td>Mon., 7/15, 8:00 am</td>
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<td>Chapter 6 Quiz</td>
<td>Mon., 7/15, 8:00 am</td>
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<td>7</td>
<td>The International Legal Environment</td>
<td>LearnSmart Interactive Reading Assignment</td>
<td>Mon., 7/15, 8:00 am</td>
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<td>Chapter 7 Quiz</td>
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<td>EXAM 2: Ch. 4,5,6,7</td>
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<td><strong>Marketing Research and International Marketing</strong></td>
<td>LearnSmart Interactive Reading Assignment</td>
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<td><strong>Chapter 8 Quiz</strong></td>
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<td><strong>Economic Development and the Americas</strong></td>
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<td><strong>Chapter 9 Quiz</strong></td>
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<td><strong>Europe, Africa, and the Middle East</strong></td>
<td>LearnSmart Interactive Reading Assignment</td>
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<td>July 26 at 11:59pm</td>
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<td><strong>Chapter 10 Quiz</strong></td>
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<td>EXAM 3: Ch. 8,9,10</td>
<td>Fri, 7/26, 8am</td>
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<td><strong>The Asia Pacific Region</strong></td>
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<td><strong>Chapter 11 Quiz</strong></td>
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<tr>
<td><strong>Global Marketing Management</strong></td>
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<td><strong>Chapter 15 Quiz</strong></td>
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<tr>
<td><strong>Discussion Board Assignment</strong></td>
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<td>Aug., 3 at 11:59pm</td>
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<td></td>
<td>EXAM 4: Ch. 11, 12, 15</td>
<td>Tue, 8/6, 8am</td>
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