

# Marketing Strategies Abroad

## Course Description

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A study of the fundamental concepts, principles, and theories of marketing in an international setting. 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

There are no prerequisites for this course.

### Course Technology

Retrieve materials from Blackboard. Must be able to access the Internet; Microsoft Word and PowerPoint knowledge is helpful.

### Class Meeting Times

This class meets online.

### 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](mailto:helpdesk@angelo.edu)

## Faculty/Instructor Information

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*Senior Instructor of Management and Marketing*

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## Course Objectives

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### 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
2. Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information through cases analyses
3. Demonstrate competency in written communications by preparing a professional-quality international case analyses

### **Expected Outcomes:**

By the end of the semester, students should be able to:

1. Be familiar with international marketing concepts.
2. Analyze real-world issues.
3. Analyze international marketing problems and offer recommendations.

### **Assessment Methods**

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. Students may choose a case study to turn in each Sunday for a total of 4 case studies during the term. Each case assignment is worth a maximum of 100 points. There are 5 case study assignments that will be covered throughout the semester; students may choose 4 of the 5 to complete.

### **Case Study Paper**

The purpose of the case study papers is to enhance critical analysis and written communication skills that are essential in today's business environment.

Consider 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, if applicable
6. If possible, bring us up to date on the company and the individuals involved

### **Video Case Study Paper**

Students are expected view the video case and summarize. Students will use Microsoft Word or other micro processing format to print responses. Students may choose a video case study to turn in each Sunday for a total of 4 video case studies during the term. Each video case assignment is worth a maximum of 50 points. There are 5 video case study assignments that will be covered throughout the semester; students may choose 4 of the 5 to complete.

The purpose of the video case studies is to examine marketing strategies by firms and to summarize the strategies. Consider the firms' strategies, strengths/core competencies, target markets, competition, opportunities, and threats when summarizing the video cases.

## **Course Textbook and Required Readings**

Course material will be supplied to students through Blackboard.

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## Grading Policies

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This course employs the following to measure student learning:

Grade Calculations	Percent of Grade	Due
Case Studies (400 points) 4 case studies at 100 points each	50%	Due each Sunday of the term: June 7, 14, 21, 28
Video Case Summary (200 points) 4 video case summaries at 50 points each	50%	Due each Sunday of the term: June 7, 14, 21, 28

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.

### Response Time

Assignments will be graded within one week of administration and posted on Blackboard.

### Missed/Late Work

Late assignments are accepted; however there is a penalty of 50% the first day and then an additional 10% off each calendar day after that.

If you are unable to complete an assignment for a valid reason, recognized by the university, such as illness or death in the family, a makeup exam will be scheduled. You will be required to produce documentary evidence to substantiate your claim. Any other excuse must be approved by telephone in advance. If no advance approval is given, there will be no make-up.

## **Course Policies**

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### **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 (TDD/FAX) or by e-mail at [Student.Life@angelo.edu](mailto: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.

### **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/registrar\\_office/course\\_drop\\_provisions.php](http://www.angelo.edu/services/registrar_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>.