MKTG 4321: International Marketing
Fall 2021

Class Times: Mondays and Wednesdays 12:30PM-1:45PM, Rassman 266

Instructor: Berna Basar, Ph.D.
Office: RAS 210
Email: bbasar@angelo.edu
Phone: 325-486-6599
Office Hours:
Tuesdays 11:30am - 1:30pm,
Thursdays 12:30pm - 1:30pm, or by appointment

COURSE DESCRIPTION
This course examines 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.

STUDENT LEARNING OUTCOMES
At the end of this course, students will be able to:

- List and define the elements of an international marketing mix (e.g., product, price, placement, and promotion).
- Identify contemporary theories and practices in the field of international marketing that include emerging markets.
- Recognize and describe factors that affect international marketing strategies (e.g., social media, technology, sustainability, geo-political).

COURSE PREREQUISITE
Junior standing
REQUIRED TEXT
Cateora, Gilly, Graham, and Money; International Marketing; 18th edition (with Connect Access).

ASSESSMENTS:
In this course, students’ performance will be assessed through:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>15%</td>
<td>Sept. 13</td>
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<td>Exam 2</td>
<td>15%</td>
<td>Oct. 4</td>
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<td>Exam 3</td>
<td>15%</td>
<td>Nov. 1</td>
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<tr>
<td>Final Exam</td>
<td>15%</td>
<td>December 1</td>
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<tr>
<td>Connect Quizzes</td>
<td>10%</td>
<td>See course schedule</td>
</tr>
<tr>
<td>Case Study Presentations</td>
<td>10%</td>
<td>Oct 11 - Oct 20</td>
</tr>
<tr>
<td>Group Project: International Marketing Plan Presentation</td>
<td>10%</td>
<td>Nov 17 - 22</td>
</tr>
<tr>
<td>Class Participation/Attendance</td>
<td>10%</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 = 59 % and below.

In order to succeed in this course:

1) Read assigned material and come to classes prepared.

2) Attend classes regularly. Class discussions will give you an opportunity to apply concepts discussed in the text. Class activities will give you a deeper understanding of the material and sharpen your analytical, problem solving, and reasoning skills.

3) Ask questions and participate in class discussions and activities.

4) Do your assignments on time.
MIDTERM AND FINAL EXAMS (60%)
All questions will be based on the key concepts from the materials covered in class. The final exam is not cumulative (it covers topics discussed after the mid-term exam). Most questions on the exam will involve applying concepts that were learned from class. Exams are meant to be a learning opportunity where students apply concepts from class in new ways. Simply memorizing formulas and definitions will not be sufficient for success on exams.

Make up exams will be given only for reasons that are officially documented (e.g., medical report signed by a medical practitioner) and deemed legitimate by Dr. Basar. The instructor must be notified about the situation immediately, when it is possible.

ONLINE QUizzes (10%)
Each week, you will be responsible for completing a quiz on the online Connect system as listed in the schedule. The questions on the quizzes will be based on material from the chapter assigned for that week. I am interested in the number of questions you got right/wrong. It is suggested that you first read the chapter, come to class to review and practice the concepts, and then complete the quiz once you are more comfortable with the material. You will only have two attempts for the quizzes. Your score on all the quizzes from the entire semester will be averaged for your overall quiz grade, which is 10% of your final grade. Note: the quizzes are "open book" - feel free to use your textbook while you take the quizzes.

CASE STUDY PRESENTATIONS (10%)
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 charts 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
• Your presentations should be around 20-30min. You will be given an opportunity to sign up for the case study on the second day of class. Absence during the presentation day will result in a grade of zero for this assignment.

Peer Evaluation: Each group member will complete a peer evaluation form at the end of the semester.

GROUP PROJECT: INTERNATIONAL MARKETING PLAN (15%)

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 a paper. The paper will include a general survey of the country’s culture, the economy of the country including a competitive analysis of the country market for the team’s product, and a marketing plan for the product under consideration in the country selected. More information about the project will be provided by Dr. Basar during the semester.

Team product and country will be assigned during the second week of class. One copy of the power-point presentation will be presented to the instructor for use in grading the assignment. The presentation is expected to be short and to the point (~15min).

Peer Evaluation: Each group member will complete a peer evaluation form at the end of the semester.
CLASS PARTICIPATION/ATTENDANCE (10%)

**Participation:** Participation in class discussions is a key component of this class. Dr. Basar will discuss various topics related to international marketing. However, much of the learning will occur through readings and discussions, that all students should be prepared for.

**Attendance:** I will take attendance at the beginning of each class. I expect all students to come to class on time, attend class regularly and be prepared to actively involve themselves in the learning process. You will be counted absent if you are not present for the entire class. You are allowed to have three un-excused absences before poor attendance will affect your grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Additionally, after three un-excuses, two points will be deducted from your participation grade for each additional absence. Three tardiness (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me as soon as you know you will be missing a class.

Please be a courteous student and peer. Use of headphones will result in you being counted absent for the day.

**MISSED/LATE WORK**

Late assignments will be penalized with 5% grade reduction per day.

**CODE OF ETHICS**

We are all expected to abide by the ASU Norris-Vincent College of Business Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated
ACADEMIC MISCONDUCT

Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject to disciplinary action and possible expulsion from ASU.

Academic misconduct includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, violations of published professional ethics/standards, and any act or attempted act designed to give unfair academic advantage to oneself or another student.

Please read the section: “Misconduct addressed by the Office of Student Conduct” at Angelo State University’s Student Handbook for more information about academic misconduct.


Cheating: Cheating includes but is not limited to copying from another student’s work and using or having the possession of materials or devices during academic work, test, quiz or other assignments which are not authorized by the person administering the academic work, test, quiz, or other assignment. Students caught cheating on exams will be given a grade of zero for the exam and reported to the university’s office of student conduct. While you may work with others on the assignments for this course, you should not turn in work that is exactly the same as another student (except for group project work).

Plagiarism: Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft. In your work, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list. Material you create for class are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Students caught plagiarizing their own or another’s work in this class will at a minimum receive a grade of zero on the assignment in question, depending on the extent of the issue, they may also be reported to the university’s office of student conduct.

POLICY ON DISABILITIES

The Americans with Disabilities Act (ADA) of 1990 (PL101-336) mandates equal opportunities for persons with disabilities in all public facilities, programs, activities, services, and benefits derived from them. Section 504 of the Rehabilitation Act of 1973 (PL93-112), as amended, mandates equal opportunity for qualified persons with disabilities in all programs, activities,
and services of recipients of federal financial assistance. Both ADA and Section 504 are civil rights statutes that prohibit discrimination on the basis of disability, obligate colleges and universities to make certain adjustments and accommodations and offer to persons with disabilities the opportunity to participate fully in all institutional programs and activities. Angelo State University adheres to these regulations and the Texas Commission on Human Rights Act. Student Disability Services is located in the Office of Student Affairs and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting an employee of the Office of Student Affairs, in the Houston Harte University Center, Room 112, or contacting the department via email at ADA@angelo.edu. For more information about the application process and requirements, visit the Student Disability Services website at www.angelo.edu/ADA.

The employee charged with the responsibility of reviewing and authorizing accommodation requests is: Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.

POLICY ON RELIGIOUS OBSERVANCES

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. 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. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

TITLE IX AT ANGELO STATE UNIVERSITY

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state law, the University prohibits discrimination based on sex and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes Sexual Harassment, Sexual Assault, Sexual Exploitation, Sex Discrimination, Stalking, Public Indecency, Interpersonal (Dating, Domestic, or Family) Violence, Sexual Violence, and any other
misconduct based on sex. Any acts that fall within the scope of this regulation hereinafter are referred to as Sexual Misconduct. Discriminatory behavior is prohibited regardless of the manner in which it is exhibited, whether verbally, in writing, by actions, or electronically displayed or conveyed.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D.

You may submit reports in the following manners:
Online: https://www.angelo.edu/current-students/title-ix/
Face to Face: Mayer Administration Building, Room 210
Phone: 325-942-2022, E-Mail: michelle.boone@angelo.edu

GENERAL POLICIES

All students are required to follow the policies and procedures presented in these documents:
Angelo State University Student Handbook
Angelo State University Catalog

TENTATIVE WEEKLY COURSE SCHEDULE*

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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>August 23</td>
<td>Course Introduction</td>
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<tr>
<td>August 25</td>
<td>The Scope and Challenge of International Marketing (Chapter 1)</td>
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<td>August 30</td>
<td>The Dynamic Environment of International Trade (Chapter 2)</td>
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<tr>
<td>September 1</td>
<td>History and Geography: The Foundation of Culture (Chapter 3)</td>
<td>Connect Quiz 1 Friday 3:00PM</td>
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<tr>
<td>September 8</td>
<td>Cultural Dynamics in Assessing Global Markets (Chapter 4)</td>
<td>Connect Quiz 2 Friday 3:00PM</td>
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<tr>
<td>September 13</td>
<td><strong>Exam 1 on September 13th</strong></td>
<td><strong>Chapters 1,2,3,4</strong></td>
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<td>September 15</td>
<td>Culture, Management Style, and Business Systems (Chapter 5)</td>
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<td>September 20</td>
<td>The Political Environment (Chapter 6)</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Chapter(s)</td>
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| September 22 | The International Legal Environment (Chapter 7)                        | Connect Quiz 3  
                                          | Friday 3:00PM                                      |
| September 27 | **Work Lab: Team Case Analysis & Presentation**                        |                  |
| September 29 | Developing a Global Vision through Marketing Research (Chapter 8)      | Connect Quiz 4  
                                          | Friday 3:00PM                                      |
| October 4   | **Exam 2 on October 4\textsuperscript{th}**                            | **Chapters 5, 6, 7, 8** |
| October 6   | Economic Development and the Americas (Chapter 9)                      | Connect Quiz 5  
                                          | Friday 3:00PM                                      |
| October 11  | **Team Case Presentation**                                             |                  |
| October 13  | **Team Case Presentation**                                             |                  |
| October 18  | **Team Case Presentation**                                             |                  |
| October 20  | **Team Case Presentation**                                             |                  |
| October 25  | Europe, Africa, and the Middle East (Chapter 10)                      |                  |
| October 27  | The Asia Pacific Region (Chapter 11)                                   | Connect Quiz 6  
                                          | Friday 3:00PM                                      |
| November 1  | **Exam 3 on November 1\textsuperscript{st}**                           | **Chapters 9, 10, 11** |
| November 3  | **Work Lab: Team International Marketing Plan**                        |                  |
| November 8  | Global Marketing Management: Planning and Organization (Chapter 12)    | Connect Quiz 7  
                                          | Friday 3:00PM                                      |
| November 10 | International Marketing Channels (Chapter 15)                          | Connect Quiz 8  
                                          | Friday 3:00PM                                      |
| November 15 | Pricing for International Markets (Chapter 18)                         |                  |
| November 17 | **Team International Marketing Plan Presentations**                    | Connect Quiz 9  
                                          | Friday 3:00PM                                      |
| November 22 | **Team International Marketing Plan Presentations**                    |                  |
| November 29 | Recap before Exam                                                      | **Team Project Paper Due**                        |

Exam 4 on December 1\textsuperscript{st} (Chapters 12, 15, 18)

* The instructor reserves the right to make changes to the course schedule when necessary.