

MRKT 6314.783, International Marketing, Spring 2020 Syllabus

Basic Information:

Instructor Name: Lili Gai, Ph.D.

OFFICE: MB2254

OFFICE PHONE: (432) 552-2206

E-MAIL: gai_1@utpb.edu, *emails will be responded to within 48 hours, but there could be a delay over the weekend.*

OFFICE HOURS:

Monday: 3:00 p.m. – 5:00 p.m.

Wednesday/Friday 10:00 a.m. – 12:00 p.m.

Or by appointment via email gai_1@utpb.edu

Prerequisites: Graduate standing.

Important Academic Dates

UTPB Academic Calendar: <https://www.utpb.edu/calendar/iframe/academic-calendar.pdf>

Course Overview

The major objective of this course is to introduce the concepts of International Marketing; understand the four P's of marketing in the global arena; the course will present these concepts from a practitioner's perspective, intending to help develop skills that may be used by a marketing professional in an ever-changing global economy.

Measurable Learning Outcomes

Upon successful completion of this course, you will be able to:

In this course, students will do the following:

1. Develop a set of clear and holistic knowledge of International marketing and decision making
2. Recognize geo-political environment affecting international marketing
3. Evaluate international marketing principles from the marketing strategy perspective.

4. Determine how to segment the market within the global marketing setting
 5. Apply the marketing research methods in the international arena
 6. Outline the different components of international marketing processes
 7. Create a marketing plan for an international business with a focus on skill development.
- The paper expects you to do a research to be able to draw meaningful conclusions

The course will be taught using an experiential learning approach. If you have a problem participating in marketing activities during the semester, please discuss this with the instructor. Accommodations may be possible.

Method of instruction: Online course via Canvas

Materials

Required Materials: *International Marketing*, 18th Edition, By Philip Cateora and John Graham and Mary Gilly and Bruce Money. ISBN10: 1259712354; ISBN13: 9781259712357

It is the students' responsibility to buy the correct edition of the book.

Course Assessment

Your final course grade will be decided on the basis of your case analysis, exams, and weekly assignments. Regardless of the number of items completed in an area, the weighted value will not change. The total is 600.

Course Activities	Points
General Assignments	
Authentication (One time only)	10
Self-Introduction	20
Course Reflection	20
Discussion Forums (2 * 50 points)	100
International Marketing Project	
Project Proposal	50
Project Part A --	75
Project Part B --	75
Project Part C --	100
Project Part D --	100
Narrated PowerPoint	50
Total	600 points

Grading Scale

Student work is not graded on a curve, but on the general standards described in the following table.

Letter Grade	Description
A (90% +)	Excellence in content, organization, writing, and presentation, originality, analysis, and understanding. Above and beyond the requirements of the assignment.
B (80%+)	Excellence in some, but not all of the above categories. More than an adequate response to the case or problem.
C (70%+)	Satisfactory completion of the content and structure of the assignments. Adequate response; meets minimal requirements with minor errors.
D (60%+)	A passing grade with significant errors. Poorly thought out or poorly supported concepts and response to the assignment.
F (<60%)	Does not adequately meet the major requirements of the assignment. Substantially missed major objectives or marginally completed or several significant errors.

Communication, Grading, and Feedback

During the semester, I will post announcements regularly throughout the term and will post in the discussion boards when the need arises. If you are unclear about certain aspects of the course, please do not hesitate to contact me and we can set up an appointment to discuss those issues.

Three ways to contact the Instructor:

- Email is the only and best method of communication with the instructor via gai_1@utpb.edu.
 - Response to email inquiries is guaranteed within 48 hours during weekdays.
Delays are expected on the weekends and during holidays.
- Canvas Message System
- Voice Messages could be left on UTPB Office Phone: 432-552-2206.

Course activities will be graded within 7 days after the set due date. You can check your grades by going to **Grade Book**. If you notice any problem with your grade, contact me immediately. I will provide individual feedback or a general feedback in the performance of the course activity.

Time Management

A student should expect to spend three hours on preparation and learning assignments for every semester credit hour. If a class is a 3-semester credit hour class, it is expected that a student should spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.

Computer Skills, Technical & Software Requirements

You will need to be able to create word processing documents (.doc, .docx), save files, and submit files. You may also need to create spreadsheet files (.xlsx, .xls) or presentation files (.pptx, ppt). All the course assessment activities will be submitted in Canvas.

Students can use cloud version of Word, PowerPoint and other Microsoft products through the use of their UTPB Outlook 365 and UTPB email address. For more information refer to [UTPB Office 365 Page](#).

Computer Technical Requirements

See [Technical Requirements](#).

Online Student Authentication

UTPB requires that each student who registers for a distance course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must log in to the UTPB learning management system using their unique personal identifying username and secure password (this is the first method). The faculty member or academic program determines the second method. The second method is an assignment where you will present a clear picture of yourself showing a clear image of an approved ID*.

*Approved up to date photo identifications are passports, government-issued identification, driver's licenses, military ID from DoD. Dual credit and early college high school students use school district identifications.

Policies

Discussion Board

Discussion Board is primarily for discussing course related topics and issues. Best practices are:

- Read all message postings in online discussion.

- Respond to the question directly
- Reply to minimum of two other student posts.
- Use a person's name in the body of your message when you reply to their message.
- Avoid postings that are limited to 'I agree' or 'great idea', etc.
- Ensure responses to questions are meaningful, reflective.
- Support statements with concepts from course readings, refer to personal experience, examples.
- Follow **Rules of Behavior (below)**.

Rules of Behavior

Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

Make-Up/Late Submission Policy

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately for late submission permission.

A 10% late penalty of the grade will apply every 24 hours.

Tracking

The learning management systems have a tracking feature. Statistics are collected that quantifies how often and when students are active in the course and provide information if the student has accessed different pages of the course.

Absenteeism

All the course activities have set dates to be completed and submitted. After the due dates, the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of an emergency medical situation.

Academic Dishonesty/Plagiarism/Cheating

The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course. *Vericite, a tool, is turned on for all written assignments. The similarity score will be used to determine whether academic dishonesty is violated.*

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the [University’s Handbook: Scholastic Dishonesty](#).

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Attendance and Class Participation

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. *Only those students who have officially documented a need for an accommodation will have their request honored. ADA documents should be submitted to the Instructor within the first week of the class.*

ADA Officer for Students: Mr. Paul Leverington
Address: Mesa Building 4243 /4901 E. University, Odessa, TX 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

The definition of a disability for purposes of ADA is that she or he (1) has a physical or mental impairment that substantively limits a major life activity, (2) has a record of such an impairment or, (3) is regarded as having such an impairment. Students who have provided all documentation and are eligible for services will be advised of their rights regarding academic accommodations and responsibilities.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call the instructor and leave a message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you log in.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630 UTPB E-Advisor
Advising	(432) 552-2661 UTPB Academic Advising Center
Bookstore	UTPB Campus Bookstore (432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for an online course).

Disclaimer & Rights

The information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Tentative Schedule

Weeks	Topics and Learning Objectives	Assignments
Week 1	§ Part 1. An Overview <ul style="list-style-type: none"> · Describe the Scope and recognize the Challenge of International Marketing · Acknowledge the Dynamic Environment of International Trade · Choose one outline for your course project from THE COUNTRY NOTEBOOK—A Guide for Developing a Marketing Plan 	Chapters 1-2 Online Authentication Self-Introduction Project Topic Proposal
Week 2	§ Part 2. The Cultural Environment of Global Markets <ul style="list-style-type: none"> · Recognize culture and its importance in the international business · Analyze marketing challenges from the perspective of culture · List components of the economic environment in the international marketing 	Chapters 3-7 Discussion 1
Week 3	§ Part 3. Global Market Assessment <ul style="list-style-type: none"> · Evaluate the needs of the International Consumers with marketing research · Compare and contrast domestic and international research. · Learn how to obtain research objectives through secondary information. · Examine both the external and internal factors that determine the conditions for the development of strategy and resource allocation. 	Chapters 8-11 Part A Due
Week 4	§ Part 4.1 - Developing Global Marketing Strategies, Session 1 – Strategic planning and Product offerings <ul style="list-style-type: none"> · Describe alternative organizational structures for international operations. · Highlight factors affecting decisions about the structure of international organizations. · Indicate roles for country organizations in the development of strategy and implementation of programs. · Differentiate the complex combination of tangible and intangible elements that distinguish goods from other products or services. 	Chapters 12-14 Part B Due

Week 5	<p>§ Part4.2 - Developing Global Marketing Strategies – Promotion and Cross-Channel Communication</p> <ul style="list-style-type: none"> · Manage the different elements of a promotional campaign. · Understand the global, decentralized financial market for trading currencies in commercial banks and trade finance. · Describe how to select, manage, and motivate individual channel members. · Examine the nature of social media networks and utilize social media in international communications. · Optimize the differences in social media use around the world. 	Chapters 15-16 Part C Due
Week 6	<p>§ Part 4.3 - Developing Global Marketing Strategies – Selling and Pricing</p> <ul style="list-style-type: none"> · Recognize the role of interpersonal selling in international marketing · Optimize the components of pricing as competitive tools in international marketing · Evaluate the counter-trading and its place in international marketing practices · Acknowledge the differences in values and thinking processes that affect international negotiations 	Chapter 17-18 Discussion 2
Week 7	<p>§ Part 5 – Implementing global marketing strategies</p> <ul style="list-style-type: none"> · Examine how international marketing can cure the effects of past mistakes for a better future. 	Chapter 19 Part D Due
Week 8	<p>§ Concluding the course</p> <ul style="list-style-type: none"> · Comprehend strategic efforts, marketers, much undertake to stay ahead of key trends. 	Course Reflection Narrated PowerPoint Due