

MKTG 4680: International Marketing
Fall 2013
T,Th 11:00 AM – 12:15 PM
Section A - Room PD 303

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Office Hours: T,Th: 9:00-9:30AM, 12:30-2:00-PM, 3:30-4:30PM, and by appointment.

COURSE DESCRIPTION

Greetings! Welcome to the high intensity and fascinating world of international marketing. MKTG 4680 is designed to provide you with a framework with which international marketing operations can be analyzed, understood, and undertaken. The course focuses on the issues that are being faced by firms in today's international marketplace, particularly those that relate to strategy formulation and implementation. MKTG 4680 recognizes that most business issues addressed in the international context are the same as those that are faced implicitly or explicitly in a firm's domestic operations. The main differences between domestic and international operations are usually matters of degree, variation, and complexity of controllable (i.e. production, marketing, finance, and personnel) and uncontrollable forces (i.e. aspects of the national and cultural environments that exist around the world).

The course builds on the foundation provided in MKTG 3050 (Principles of Marketing). Four vehicles are employed as learning tools in this course: 1) a lecture series that integrates the marketing and international business concepts from previous marketing courses; 2) exams covering text and discussion materials; 3) the student's active participation in class; and 4) potential videos and guest speakers that will provide added perspectives to the concepts covered in class. The main learning experience in this course is placed on *international marketing decision-making*, through the use of the text, class discussions, and outside readings, in order to improve your 1) critical thinking capability and 2) analytical and creative thinking skills in international marketing.

LCOBA Goals and Learning Objectives:

The programs of the Langdale College of Business are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Fewer than one-third of the business programs in the United States have achieved this distinction of quality. To maintain our commitment to quality, the Langdale College faculty and administration have identified goals and learning objectives that provide students with the knowledge, skills, and ethical and global awareness needed for successful managerial and professional careers. The general learning objectives addressed by this course are:

Students will be able to:

- Define the international marketing environment and understand its complexities. (*VSU General Educational Outcome Nos. 2 and 6*)
- Demonstrate a knowledge of how international marketing research is conducted. (*VSU General*

Educational Outcome No. 7)

- Demonstrate a knowledge of how the marketing mix applies to the international environment. (VSU General Educational Outcome Nos. 2 and 6)
- Demonstrate a knowledge of how buyer behavior differs in the international environment. (VSU General Educational Outcome Nos. 2 and 6)
- Demonstrate an ability to identify international marketing opportunities through market segmentation and targeting. (VSU General Educational Outcome No. 7)
- Demonstrate a knowledge of international marketing strategies. (VSU General Educational Outcome Nos. 2, 6, and 7)
- Demonstrate a knowledge of the elements of an international marketing plan. (VSU General Educational Outcome No. 7)

TEXT

International Marketing (16th Edition) by Cateora, Gilly, & Graham from McGraw-Hall Irwin.
ISBN 978-0-07-352997-4

PREREQUISITES: MKTG 3050 (Principles of Marketing).

STUDENT EVALUATION

Exams 4 @ 17.5%	70%
Chapter Quizzes	15%
Warm-Up Assignment	<u>15%</u>
TOTAL	100%

Grading scale:

90 – 100	A
80 – 89.99	B
70 – 79.99	C
60 – 69.99	D
0 – 59.99	F

EXAMINATIONS

There will be four (4) examinations given during the semester, each worth 17.5% for a total of 70% of your final grade. Exams will be multiple choice and/or short answer. Unless otherwise specified, all text and lecture material from the unit is testable.

Exams can only be missed/rescheduled if you contact the instructor BEFORE the exam AND the reason for missing the exam is ACCEPTABLE to the instructor. The reason MUST be cleared by the instructor BEFORE the exam. It is your responsibility to contact the instructor in time. In light of modern technology, there is absolutely no excuse for not contacting the instructor beforehand.

Any exam that is missed without following these guidelines will result in a grade of "zero" for that exam.

ATTENDANCE POLICY

While attendance and participation are considered important parts of this course, the instructor is aware that there are a variety of reasons why a student may be absent, including illness or job interviews. It is the VSU/Regents policy of assigning a failing grade to anyone being absent more than 20% of the class meetings.

Class begins at the scheduled time. Students are expected to be in their seats, ready to begin, at the beginning of the class period. Students who arrive late are expected to show the instructor and the punctual students the courtesy of entering the classroom quietly and respectfully.

While in class your professional behavior is expected. Unprofessional behavior includes, but is not limited to, the following: leaving early without discussing your leaving beforehand with the instructor, being unprepared for class, disrupting the class, sleeping in class or not paying attention, and reading the newspaper or other materials not specifically related to this class. .

Excused absences will be granted only in exceptional cases, such as physician-verified illnesses, verified activities for which attendance is mandatory, interview trips, or in accordance with University policy, for observance of recognized religious holidays. Excused absences will not be granted for untreated illnesses or on-campus interviews. Excused absences should be documented as soon as the student returns.

PARTICIPATION POLICY

Class participation is encouraged and expected. Asking questions and making relevant comments reinforces your understanding and knowledge of the material and the knowledge and understanding of your classmates. Your participation may prompt others to participate, which, in turn, benefits you! "*Participation*" means adding meaningful content to the discussion and not simply agreeing with or rewording the comments of others. Your proactive and thoughtful participation enlivens class discussions, stimulates thinking, challenges ideas, and maximizes the learning experience. Most importantly, your ability to succeed in business will be reflected in large part by your ability to participate intelligently and confidently in future meetings, conferences, sales encounters, and other such venues. Please take advantage of this class to develop your participation skills.

Note: Each class will begin with a "Warm-Up Period" during which students are encouraged to discuss international marketing concepts that they have recently experienced (e.g. TV/radio commercials, newspaper articles, ads, consumption experiences, etc.). This is an excellent opportunity to participate.

The attendance and participation policies of this course comply with VSU General Education Outcome No. 4.

Withdrawal Policy: The withdrawal policy stated in the VSU Catalog will be strictly followed. Anyone withdrawing after the mid-term will receive a WF unless it is an approved

hardship withdrawal.

Request for an Incomplete

Any request for an "Incomplete Grade" for the course MUST be initiated by the student and can only be granted for course work that has not been completed AFTER the midterm. Any student making such a request BEFORE the midterm of the semester can only be granted a "Withdrawal" from the course. The required form may be obtained from the LCOBA website or from your instructor.

CHAPTER QUIZZES

You will have a quiz over *each* assigned chapter on the day it is assigned to be discussed in class. These quizzes will be composed of short essay questions utilizing basic concepts of the assigned chapter. They are designed to make sure you come to class prepared to discuss the assigned chapter, which will: 1) improve your class participation, and 2) improve your preparation for the exams. Your score on these quizzes will represent 15% of your final grade. Missing quizzes is acceptable only if you contact the instructor BEFORE the quiz and provide an excuse that is acceptable to the instructor. Simply not showing up for a quiz will result in a score of ZERO for that quiz.

WARM-UP ASSIGNMENT

You will write a "Warm-Up" assignment which will contribute 15% of your final grade and entail a written summary of an application of international marketing concepts that you have experienced. This is to be about something you have experienced while traveling or something you have seen in a newspaper article, on TV, in a movie, on the Internet, etc. This assignment is similar to the "Warm-Up" sessions we have at the beginning of every class, but in written format. It MUST be no more than 3 double-spaced typed pages in 12 pt. Times New Roman font with 1 inch margins. You are to explain how your experience applies to international marketing concepts we have discussed in class. You may contact the instructor as to the appropriateness of your experience topic. This written assignment will be turned in during our Final Exam period on Friday, December 6, 10:15AM-12:15PM.

SPECIAL NEEDS

Students requesting classroom accommodations or modifications because of a documented disability must inform the instructor and then contact the Access Office for Students with Disabilities located in room 1115 Nevins Hall. The phone numbers are 245-2498 (voice) and 219-1348 (tty). This course also complies with Title IX guidelines as found at http://www.nwlc.org/sites/default/files/pdfs/pps_faq_at_dr_10.24.12.pdf.

COURSE EVALUATION

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators.

Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

INSTRUCTOR IN-TERM EVALUATION

You will be given two opportunities to informally evaluate your instructor during the semester. The first will be approximately 5 weeks into the term and the second will be approximately 10 weeks into the term. This is strictly voluntary and is NOT a part of the official VSU evaluation that is done at the end of the term. Your instructor is simply giving you an opportunity to provide 1) feedback on his teaching methods and 2) input into how your learning experience can be improved.

HONOR CODE

All students are expected to be familiar with and abide by the Academic Honor Code, as specified in the Student Handbook and the General Bulletin. Students should be clear in their understanding that, while the instructor expects and encourages collegial conversations with regard course assignments, individual assignments are to be done individually. Sharing your work, or copying the work of another student, will be viewed as serious violations of the Academic Honor Code. Any violation of the Academic Honor Code (which include, but are not limited to, cheating on examinations, making/using copies of exams, plagiarizing, and misrepresenting someone else's work as one's own), will not be tolerated and may result in the most extensive disciplinary action allowed under the law.

The Academic Honor Code may be accessed online at (<http://www.valdosta.edu/administration/student-affairs/student-conduct-office>). Should you have ANY questions or need clarification regarding what is considered a violation of the Honor Code, do not hesitate to contact the instructor.

HOW TO DO WELL IN THIS CLASS

In the past many students have asked me how to improve their grades in this class. There is NO substitute for hard work! In addition, I believe the following are necessary if you want a chance for a C or above:

- ***BUY THE BOOK!!!***
- Read material before it is discussed in class.
- Participate in class. Participation strengthens your comprehension of the material.
- Attend class and take GOOD notes. Do not try to find the material in the text and underline

it. Take notes on paper in your own words. The act of writing reinforces learning.

- Prior to each exam, outline the chapters using information from text rather than just copying or highlighting the italicized words and subheadings. Good outlining means that you organize the material in a hierarchical manner.
- Start studying 72 hours before an exam and strive for a concentrated period of study for each exam.

EXTRA CREDIT

There is none. However, occasionally the instructor will pose a “bonus question” to the class worth 1-4 points on your final grade average. E.g. if you have an average of 88, but have answered a 2 pt. bonus question during the semester, you will end the course with a 90. These questions are based on knowledge obtained *outside* of the classroom.

GUIDANCE/ADVICE/COMMUNICATION

I try to make myself available as much as possible to my students. Please take advantage of it. Remember, the only stupid questions are the ones that are left unasked. I love communication! You are welcome to call me, stop by my office, or e-mail me. I cannot help you unless I know you need help. IF YOU SEND AN E-MAIL, you MUST have “MKTG 4680” in the subject line of your e-mail message. If you do not, the e-mail will NOT be read. Also, you MUST identify yourself with your name in the e-mail; do not assume that I have memorized your e-mail address!.....besides, it is common courtesy.

ADDRESSING THE INSTRUCTOR

Although some instructors allow their students to address them on a first name basis, out of respect to Valdosta State University, my profession, and the student-instructor relationship, I request that you address me as “Dr.”, “Prof.”, or “Mr.” Kuhlmeier. “Dr.”, “Prof.”, or “Mr.” K are also acceptable. This small formality will be followed whenever we are on campus. Thank you.

CELL PHONES & LAP TOPS

If during class your phone or mobile device rings or sounds off, if you talk on your phone, use text messaging, or use any mobile device for anything other than class-related research, you will be instructed to leave the class for that day. PROMISE: If my cell phone ever rings during class, class will be summarily dismissed for that day.

COURSE SCHEDULE

The following is subject to minor revisions during the semester. Students should be prepared to discuss the item indicated in the assignment column on the stated date, i.e. *you are expected to*

read the assignments before they are discussed in class. Additional readings will be assigned in class and comprise a portion of individual participation grades.

Class Date **Topic**

August

- 13, Tues. Introduction to the course / Syllabus
- 15, Thurs. Chapt. 1: "The Scope and Challenge of Int'l Marketing;" **QUIZ**
- 20, Tues. Chapt. 2: "The Dynamic Environment of Int'l Trade" **QUIZ**
- 22, Thurs. Chapt. 3: "History & Geography: The Foundations of Culture" **QUIZ**
- 27, Tues. Chapt. 4: "Cultural Dynamics in Assessing Global Markets" **QUIZ**
- 29, Thurs. Review for Exam 1

September

- 3, Tues. **Exam 1** (Chapts. 1-4)
- 5, Thurs. Chapt. 5: "Culture, Management Style, and Business Systems" **QUIZ**
- 10, Tues. Chapt. 6: "The Political Environment: A Critical Concern" **QUIZ**
- 12, Thurs. Chapt. 7: "The Int'l Legal Environment: Playing by the Rules;" **QUIZ**
- In-Term Evaluation**
- 17, Tues. Chapt. 7 cont'd.
- 19, Thurs. Chapt. 8: "Developing A Global Vision through Market Research" **QUIZ**
- 24, Tues. Review for Exam 2
- 26, Thurs. **Exam 2** (Chapts. 5-8)

October

- 1, Tues. Chapt. 9: "Economic Development and the Americas" **QUIZ**
- 3, Thurs. Chapt. 10: "Europe, Africa, and the Middle East" **QUIZ**
- 8, Tues. Chapt. 12: "Global Marketing Management: Planning and Organization" **QUIZ**
- 10, Thurs. Chapt. 12 cont'd.
- 15, Tues. Warm-Up Project Review Day
- 17, Thurs. Review for Exam 3
- 22, Tues. **Exam 3 (Chapts. 9,10, & 12)**
- 24, Thurs. Chapt. 13: "Products and Services for Customers" **QUIZ**
- In-Term Evaluation**
- 29, Tues. Chapt. 13 cont'd.
- 31, Thurs. Chapt. 16: "Integrated Marketing Communications and Int'l Advertising" **QUIZ**

November

- 5, Tues. Chapt. 16 cont'd.
- 7, Thurs. Chapt. 19: "Negotiating w/ International Customers, Partners, and Regulators" **QUIZ**
- 12, Tues. Chapt. 19 cont'd.

- 14, Thurs. Review for Exam 4
- 19, Tues. **EXAM 4** (Chapts. 13, 16, & 19)
- 21, Thurs. Review for Final Exam
- 26, Tues. **THANKSGIVING BREAK: No Class Meeting**

28, Thurs. **THANKSGIVING DAY: No Class Meeting**

December

3, Tues. **DEAD DAY: No class meeting**

6, Fri. **Final Exam** (Warm-Up assignment due)

10:15AM –12:15PM

NOTE: *The instructor reserves the right to alter the contents of this syllabus/schedule at anytime during the semester.*

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Revised Fall 2013

By signing this form, I acknowledge that I have read Dr. Kuhlmeier's syllabus for MKTG4680 and agree to abide by its contents.

NAME (printed): _____

SIGNATURE: _____

DATE: _____