

International Marketing

MKTG-4866

Spring 2021 Section 03D 3 Credits 01/09/2021 to 05/11/2021 Modified 01/07/2021

Description

This course deals with the problems and perspectives of marketing across national boundaries. It focuses on cultural, legal, social, economic, and behavioral differences that affect marketing strategies, and the marketing mix in global markets. The importance of international trade agreements and organizations and the global business environment is emphasized.

Requisites

Prerequisites:

MKTG 3803 or MKT 303 and (GPA 2.00 or above required 2.00 and College of Business Maj-Minor 1) and Richards Col Upper Division RCUD

Corequisites:

Contact Information

Miller Hall, Department of Marketing and Real Estate

Primary: virtual office hours by appointment Monday – Friday 8.00AM-5.00PM

On campus: Mondays 1.00-3.00PM

Phone: 770-847-8151, leave a message and your phone number

Communication Preference: CourseDen email

Email: mrollins@westga.edu

Meeting Times

Classroom: Mon or Wed, at 3:30-4.45 PM, Anthropology Lecture Hall 2, see the roster for your meeting day

Virtually: GoogleMeet or GotoMeeting

Online: CourseDen

Materials

Textbook 1

International Marketing, 18th ed., Cateora et al., McGraw Hill- Irwin. Ebook works well. You only need a text, not access code. (No international edition.)

TOPHAT ACCOUNT

Register here: <https://app.tophat.com/e/436409>, \$30/semester

Course code to join: 436409

Course Materials

Lecture notes, videos, and articles (CourseDen)

Outcomes

This course focuses on various topics in international marketing such as market research in global setting and international marketing channels. Upon successfully completing this course, the student should:

- 1) Have a broad-based knowledge of the economic, business and trade environment in different countries/areas of the world as well as how they are linked (LG 4, 5).
- 2) Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing (LG 1, 6).
- 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations (LG 4, 5, 6).
- 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans (LG 5, 6).

Evaluation

Criteria

Chapter quizzes	5%
Article quizzes (4)	10%
Attendance and participation (in-class and virtual)	35%
Case presentation and evaluations (group)*	25%
<u>Exams (2)</u>	<u>25%</u>
Total	100%

A 0-100 scale will be used for all the assignments and assessments.

*Group evaluation is a mandatory assignment. No evaluation=no case presentation grade.

Assignments

Syllabus quiz and assessing your learning

Syllabus quiz is a mandatory quiz. You have to take it during the first week of classes in CourseDen and you have to receive 10/10 in order to continue in the class. You have three attempts.

Chapter quizzes

You have 30 minutes to complete each quiz. The quizzes will be opened in the beginning of each week and they are open until end of the semester.

Class attendance & participation

You are required to attend the in-class sessions. You are expected to watch a video, read a short article, or/and case for the in-class sessions. You will find the material in CourseDen. You can only miss a class if you have a valid excuse such as you are sick. *Contact your professor as soon as possible.*

We will use TopHat system during in-class sessions. You have to set up your TopHat student account up by Jan 13, 2021 class (Wednesday).

Article quizzes (4)

There are four article quizzes in this course. You will be given the articles in the weekly modules. The quizzes are open for 7 days.

Case presentation

You will complete a case presentation in the *randomly* assigned group. You are expected to work virtually using virtual meeting tools such as GoogleMeet and create a case presentation. The guidelines for the case presentations are in the Orientation module and will be reviewed in class. The cases presentations will be in class. All changes will be posted in CourseDen and emailed via CourseDen.

Bonus assignments

There will be bonus assignments throughout the semester. Bonus assignments will be announced in the CourseDen and/or in class and they will be completed in TopHat.

Schedule

Article and bonus quizzes are due on Sunday midnight of the week they are assigned. Chapter quizzes are open until the end of the semester, May 2nd.

Week	Topic/activities
Mon-Sun	

<p>Week 1</p> <p>Jan 11-17</p>	<p><u>Topic Orientation and Introduction to IM</u></p> <p>-</p> <p>Monday and Wednesday in-class:</p> <ul style="list-style-type: none"> - Orientation to the IM course video - Chapter 1 Scope and Challenge of IMs - Chapter 2: Dynamic Environment of Int.Trade - Self-assessment - Tophat account <p>Assignments in CourseDen:</p> <ul style="list-style-type: none"> - Syllabus quiz (mandatory) - Introduce yourself (Discussion board) - TED videos (in CourseDen) - Chapter quizzes ch1 and ch2 (due Jan 24) - World map (map quizzes start on week 2)
<p>Week 2</p> <p>Jan 19-24, Jan 18 is MLK Day</p>	<p><u>Topic Culture</u></p> <p>-</p> <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapter 3: History and Geography.. - Chapter 4: Cultural Dynamics.. <p>Assignments in CourseDen:</p> <ul style="list-style-type: none"> - Contact your group - Watch Videos in CourseDen - Chapter quizzes ch 3 and ch4 (due Jan 24) - Article quiz 1

<p>Week 3</p> <p>Jan 25-31</p>	<p><u>Topic: Culture</u></p> <p>-</p> <p>In-class Mon and Wed:</p> <ul style="list-style-type: none"> - Chapter 5: Culture, management style... - In-class case study <p>Assignments in CourseDen:</p> <ul style="list-style-type: none"> - Article quiz 2 - Chapter quiz ch5 -
<p>Week 4</p> <p>Feb1-7</p>	<p><u>Topic: Culture</u></p> <p>-</p> <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapter 7: The international legal environment - Chapter 6: The political environment... <p>Assignments in CourseDen:</p> <ul style="list-style-type: none"> - Videos - Chapter quizzes ch6 and 7 - <i>Exam 1 Feb 5-7</i>
<p>Week 5</p> <p>Feb 8-14</p>	<p><u>Topic: Economic Development</u></p> <p>-</p> <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapters 10, 11, 12 - Chapter quizzes ch 10, 11 12 (due Feb 21) -

<p>Week 6</p> <p>Feb 15-21</p>	<p><u>Topic: Economic Development</u></p> <p>-</p> <p>In-class Monday and Wednesday</p> <ul style="list-style-type: none"> - Case about economic development - Map quiz <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapter quizzes ch 10, 11 12 (due Feb 21)
<p>Week 7</p> <p>Feb 22-Mar1</p>	<p><u>Topic: Developing Global Marketing Strategies</u></p> <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapter 12: Global marketing management - Currencies lecture - Chapter quiz ch12 - Quiz "currencies"
<p>Week 8</p> <p>Mar2-7</p>	<p><u>Topic: Implementing Global Marketing Strategies</u></p> <p>In-class Monday and Wednesday</p> <p>-</p> <ul style="list-style-type: none"> - Chapter 16: Integrated Marketing Communications... - Ads around the world - Case discussion <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Chapter quiz ch16 - Videos

<p>Week 9</p> <p>Mar8-14</p>	<p><u>Topic: Developing Global Marketing Strategies</u></p> <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - - Chapter 15: International Marketing Channels - Videos - Ch15 quiz
<p>Week 10</p> <p>Mar15-21</p>	<p><i>Spring break, no assignments</i></p>
<p>Week 11</p> <p>Mar29-Apr4</p>	<p><u>Topic: implementing Global Marketing Strategies</u></p> <ul style="list-style-type: none"> - <p>In-class Monday and Wednesday</p> <ul style="list-style-type: none"> - - Chapter 17: Personal Selling and Sales Management <p>Online in CourseDen:</p> <ul style="list-style-type: none"> - Ch 17 quiz - Article quiz 3
<p>Week 12</p> <p>Apr5-11</p>	<p><u>Topic: Implementing Global Marketing Strategies</u></p> <p>In-class Monday and Wednesday</p> <ul style="list-style-type: none"> - Chapter 19: Negotiating with International.... - Case discussion <p>Online in CourseDen:</p>

<p>Week 13</p> <p>Apr12-18</p>	<p>Topic: Implementing Global Marketing Strategies</p> <p>Online in CourseDen:</p> <p>-</p> <p>- Lecture: Global supply chains</p> <p>- Videos and article</p> <p>- Lecture quiz</p>
<p>Week 14</p> <p>Apr19-25</p>	<p>Case presentations</p> <p>Monday and Wednesday virtually</p>
<p>Week 15</p> <p>Apr26-May2</p>	<p>Case presentations</p> <p>Monday and Wednesday virtually</p> <p>Group evaluations due on May 2, 11:59PM</p>
<p>Week 16</p> <p>May 3-6</p>	<p>Exam 2, May 3-4</p>

College/School Policies

Wolf Pact

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values described therein and to conduct myself in a manner that will reflect the values of UWG and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will **represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor.**

I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed.

I also recognize that my responsibility includes a willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code.

Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

About the Richards College of Business

Vision

To become a globally recognized college of business preparing forward-thinking, responsible leaders.

Mission

We are in the business of transforming lives through education, engagement, and experiences.

Strategic Goals and Values

Student Success

Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

Academic Success

Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

Operational Success

Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

Ethical Values

The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGCares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
