

International Marketing

MKTG-4866

Fall 2020 Section 01 3 Credits 08/12/2020 to 12/05/2020 Modified 11/19/2020

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

Instructor: Dr. Salil Talpade

Email: stalpade@westga.edu

Phone: 6783338900

Office Hours

By Appointment

Meeting Times

Lecture/Online

TTH - 11:00 - 12:15

Miller Hall 1201

This will be a hybrid class that includes face-to-face lectures, google meet lectures and online readings and assignments. The face-to-face lectures will be using a split roster format where one half of the class [Group A \(https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998383/View\)](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998383/View) will meet on certain days and the other half [Group B \(https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998388/View\)](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998388/View) will meet on other days as scheduled. All meetings will be in the assigned room Miller Hall 1201. Face masks are of course required. Dates are specified in the schedule. On some days the class will meet via google meet. These dates are also specified on the class schedule along with links to the meeting. I will also email the links to you before class, as a reminder.

Materials

International Marketing

Author: Cateora; Gilly; Graham; Money

Publisher: McGraw Hill

Edition: Seventeenth Edition

The text is required. All exams are drawn from the textbook, lectures, and any supplementary materials. Therefore studying the text material is essential to performing well on the exams. In order to keep the cost down, I have selected an edition that is previous to the latest edition. There are of course earlier versions available at lower cost. However, the topics may not align and the information may be outdated.

Class PowerPoint presentations provide only a summary of topics and are there to supplement your readings. They should not be considered a substitute for reading the text.

Outcomes

- 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.
- 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.
- Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations.
- Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans.

Evaluation

Criteria

Type	Weight	Topic	Notes
5 Exams	60%		12% each exam.
6 Cases	15%		2.5% each
Term Paper	15%		
Interview	10%		

Breakdown

Assignments

Exams

All exams will be online through CourseDen. You can find the exams under ASSESSMENTS then [QUIZZES \(https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739\)](https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739). We will be using the [Respondus LockDown Browser and Respondus Monitor \(https://westga.view.usg.edu/d2l/le/content/2097739/Home?itemIdentifier=D2L.LE.Content.ContentObject.ModuleCO-36892062\)](https://westga.view.usg.edu/d2l/le/content/2097739/Home?itemIdentifier=D2L.LE.Content.ContentObject.ModuleCO-36892062) (webcam required – the one built into laptops will work). You will have a practice quiz to test the Respondus products. If you have any issues with them, then please contact UWG Online at (678) 839-6248, 1-855-933-UWGO (8946) or online@westga.edu. If you do not have access to a reliable internet connection or a webcam, then please take the exam on campus in a computer lab.

There will be five multiple choice exams. Each exam will cover two chapters specified on the schedule. There will be 45 multiple choice questions on each exam and you will have 70 minutes to complete them. The exams will be open for 4 days on the dates specified, starting at 12:00 am and ending at 11:59 pm. Of course you are to take the exams on your own and you may not use any outside sources.

Make-up exam policy.

1. Don't miss an exam.

2. If you must miss a test for a medical reason or university business, please notify me before the day of the test and provide a written excuse from the appropriate authority – no make-up exam will be offered without these.

Practice Quizzes

We will have five [practice quizzes](https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739) (https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739), one before each of the five exams. The first one will also let you get acclimatized to the Respondus Lockdown Browser and Monitor. Each quiz will cover the two chapters on the exam immediately following and be worth five points which will be added as bonus points to that exam. There will be 10 multiple choice questions on each exam and you will have 15 minutes to complete them. The quizzes will be open for 3 days on the dates specified, starting on Friday at 12:00 am and ending on Sunday at 11:59 pm, except for thanksgiving week, when it will be open for the entire week starting from the Friday before to the Sunday after.

Term Paper

Students will be required to write a (group) term paper during the course of the quarter. This paper will basically focus on a selected country and will consist of two sections, the first section will include information about the country (e.g., social and cultural environment, political environment, international trade laws, regulations, and objectives, major trade partners, and composition of major imports and exports), and the second section will include information about the marketing operations of a specific U.S. based firm in that country. An [outline can be found here](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/37373538/View) (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/37373538/View) and in the contents section. You can form your own groups of up to five people. All group members will get same grade for the paper. There will be no peer evaluations. [Scoring rubric.](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/38310544/View) (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/38310544/View)

Cases

Students are responsible for reading all [assigned cases](https://westga.view.usg.edu/d2l/le/content/2097739/Home?itemIdentifier=TOC) (https://westga.view.usg.edu/d2l/le/content/2097739/Home?itemIdentifier=TOC) and turning-in written answers to the questions asked at the end of the cases. Please turn in the assignment as a word file to the drop box in course den. You are expected to do these cases on your own and turn them in on the days scheduled. [Scoring rubric.](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/38310535/View) (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/38310535/View)

Interview

Students are required to conduct a research interview with a person who grew up in a non-american culture and then transitioned to the U.S. culture. The purpose of this interview is to find out about the country where he/she grew up from the international business and cultural differences point of view. The focus will be on finding out about the foreign businesses in that country as well as the differences in cultural dimensions and how these differences influence consumer behavior/product choice and therefore marketing strategies. A detailed write-up of the interview and your insights is due on the day scheduled. Further [details can be found here](https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/37491147/View) (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/37491147/View) and in the contents section.

Schedule

When	Topic	Notes
Week 1 August 13	Orientation	Class meets virtually via Google Meet (https://meet.google.com/bpr-trzz-nfr).
Week 2 August 18 and 20	Chapter 1	Tue. - Aug. 18th. - Group A (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998383/View) - In class lecture - Chapter 1 (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892066/View). Thu. - Aug. 20th. - Group B (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36998388/View) - In class lecture - Chapter 1.

When	Topic	Notes
Week 3 August 25 and 27	Chapter 2	<p>Tue. - Aug. 25th - Whole class Google meet -Chapter 2 https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892067/View.</p> <p>Thu. - Aug. 27th - Online - Read Chapter 1 and 2.</p> <p>- Finalize term paper groups and countries.</p> <p>Starbucks Case due. https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097657/DownloadAttachment?fid=40678328</p> <p>Fri. - Aug. 28th (12:00 am) - Sun. Aug. 30th (11:59 pm) -Practice Quiz 1 (Ch. 1 & 2) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739 -- Online with Lockdown Browser and Monitor. (https://westga.view.usg.edu/d2l/le/content/2097739/Home)</p>
Week 4 September 1 and 3	Study Day and Exam 1	<p>Tue. - Sep. 1 -Online - Group work and exam study day.</p> <p>Thu. - Sep. 3 12 am - Sun. Sep. 6th 11:59 pm -Exam 1 (Chapter 1 & 2) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739 -- Online with Lockdown Browser and Monitor (https://westga.view.usg.edu/d2l/le/content/2097739/Home)</p>
Week 5 September 8 and 10	Chapter 9 and 10	<p>Tue. - Sep. 8th -Group A - In class lecture -Chapter 9 https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892081/View.</p> <p>Thu. - Sep. 10th - Group B - In class lecture - Chapter 9.</p> <p>EuroDisney Case due. https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097658/DownloadAttachment?fid=40678330</p>
Week 6 September 15th and 17th	Chapter 10 and Study Day	<p>Tue. - Sep. 15th -Whole class Google meet -Chapter 10 https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892082/View.</p> <p>Thu. - Sep. 17th - Online - Group work and exam study day.</p> <p>Wed. - Sep. 16th (12:00 am) - Sun. Sep. 20th (11:59 pm) -Practice Quiz 2 (Ch. 9 & 10) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739 -- Online with Lockdown Browser and Monitor.</p>
Week 7 September 22nd and 24th	Exam 2 and Chapter 4	<p>Tue. - Sep. 22nd - Sun. Sep. 27th 11:59 pm--Exam 2 (Chapter 9 & 10) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739 -- Online with Lockdown Browser and Monitor.</p> <p>Thu. Sep. 24th -Whole class Google meet -Chapter 4 https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892072/View</p>
Week 8 September 29th and October 1st	Chapter 5	<p>Tue. - Sep. 29th -Group A - In class Lecture -Chapter 5 https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36894671/View.</p> <p>Thu. - Oct. 1st - Whole class Google meet - Chapter 5.</p> <p>S-B Company: to Bribe or not to Bribe case due. https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097662/DownloadAttachment?fid=40678334</p> <p>Fri. - Oct. 2nd (12:00 am) - Sun. Oct. 4th (11:59 pm) -Practice Quiz 3 (Ch. 4 & 5) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739 -- Online with Lockdown Browser and Monitor.</p>
Week 9 October 6th and 8th	Study Day and Exam 3	<p>Tue. - Oct. 6th - Online - Group work and exam study day.</p> <p>Wed. - Oct. 7th (12am) - Sun. Oct. 11th (11:59pm) -Exam 3 (Chapter 4 and 5) https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739--- Online with Lockdown Browser and Monitor.</p>

When	Topic	Notes
Week 10 October 13th and 15th	Chapter 12, Presentations, and Case	Tue. - Oct. 13th - Whole class Google Meet lecture - Chapter 11 (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892071/View) -- Microwave Ovens in India Case Due (accepted till Sun. Oct. 18th) (https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097659/DownloadAttachment?fid=40678331) Thu. - Oct 15th - Whole class Google Meet group presentations - India and China.
Week 11 October 20th and 22nd	Chapter 16 and Presentations	Tue. - Oct. 20th - Online - group work and exam study day. Thu. - Oct. 22nd - Whole class Google Meet group pres. - S. Korea and Czech Rep. McDonald's and Obesity Case Due (Accepted until Oct. 25th). (https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097661/DownloadAttachment?fid=40678333)
Week 12 October 27th and 29th	Chapter 16 and Study Day	Tue. - Oct. 27th - Whole class Google meet lecture - Chapter 12 (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892068/View) Thu. - Oct. 29th -Online - Group work and exam study day. Fri. - Oct. 30th (12:00 am) - Sun. Nov. 1st (11:59 pm) - Practice Quiz 4 (Ch. 11 & 12) (https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739) -- Online with Lockdown Browser and Monitor.
Week 13 November 3rd and 5th	Exam 2 and Presentations.	Tue. - Nov. 3rd (12 am) - Sun. Nov. 8th (11:59 pm) - Exam 4 (Chapter 11 and 12) (https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739) --- Online with Lockdown Browser and Monitor. Thu. - Nov. 5th - Whole class Google Meet group pres. - Germany, Japan.
Week 14 November 10th and 12th	Chapter 17 and 18	Tue. - Nov. 10th - Whole class Google Meet Lecture - Chapter 16 (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892069/View). Thu. - Nov. 12th - Online - read chapter 16 and 17. Zara and Inditex Case Due (accepted until Sun. Nov. 15th) (https://westga.view.usg.edu/d2l/le/dropbox/2097739/2097660/DownloadAttachment?fid=40678332)
Week 15 November 17th and 19th	Presentations and Chapter 18	Tue. - Nov. 17th - Whole class Google Meet group pres. - Dubai, S. Africa. Thu. - Nov. 19th - Whole class Google Meet - Chapter 17 (https://westga.view.usg.edu/d2l/le/content/2097739/viewContent/36892070/View). Fri. - Nov. 20th (12:00 am) - Sun. Nov. 29th (11:59 pm) - Practice Quiz 5 (Ch. 16 & 17) (https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739) -- Online with Lockdown Browser and Monitor.
Week 16 November 24th	Presentations	Tue. - Nov. 24th -Online - Whole class Google Meet group pres. - Brazil, Canada.
Week 17 December 1st	Exam and Term Paper due	Tue. - Dec. 1st - Term Paper and Interview write-up due. Tue. Dec. 1st (12:00 am) - Thu. Dec. 3rd (11:59 pm) - Final Exam (Chapters 16 & 17) (https://westga.view.usg.edu/d2l/lms/quizzing/admin/quizzes_manage.d2l?ou=2097739)-Online with Lockdown Browser and Monitor.

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#\(http://www.usg.edu/hb280/additional_information\)](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\(https://www.westga.edu/police/campus-carry.php\)](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
