

**C. T. Bauer College of Business  
University of Houston**

**MARK 4363: International Marketing (Spring 2014)**

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Instructor	Professor Ye Hu, Ph.D. 375F Melcher Hall 713.743.2181 Email: <a href="mailto:yehu.mark4363@gmail.com">yehu.mark4363@gmail.com</a>
Office Hours	Mondays 2:00-4:00 PM or by appointment
Required Textbook	Kotabe and Helsen, Global Marketing Management, 5 <sup>th</sup> Ed. (New York: Wiley) ISBN: 978-0470381113 [If you choose to buy a 4 <sup>th</sup> Edition, make sure to check with your classmates for differences between the two editions.]
Course Website	Blackboard ( <a href="http://www.uh.edu/blackboard/">http://www.uh.edu/blackboard/</a> ) – <b>students are responsible for knowing and adhering to ALL postings and emails to the students or to the class</b>

## 1. COURSE DESCRIPTION

International Marketing is an upper level managerially-oriented course that addresses the challenges of developing and managing a global marketing effort. This course challenges you to *think critically* about how elements of global marketing will affect marketing efforts. That is to say, memorizing terms will **not** be enough to earn you top marks in this course. Instead, top marks will be awarded to those students who are able to apply what has been presented to reason through application tasks.

The course has three primary objectives:

1. To expose you to the different social, cultural, economic and geopolitical elements that are likely to influence the structure and success of marketing efforts.
2. To examine the impact that changes in these elements may have on marketing opportunities and threats.
3. To help you to develop marketing knowledge and critical-thinking skills that will help you to be successful in a management career.

## 2. COURSE STRUCTURE AND REQUIREMENTS

The course is taught using reading assignments, online lectures and slides, website exploration, and exams.

**YOU MUST HAVE CONTINUOUS ACCESS TO A COMPUTER WITH A SOUND CARD AND FLASH VIEWER AND THE INTERNET THROUGHOUT THE SEMESTER IN ORDER TO COMPLETE THIS COURSE.**

**\*All exams will be administered using BLACKBOARD.**

### 2.1 Logging onto Blackboard

Since this is an online class, physical attendance is not required. However, each student should plan to log onto Blackboard a minimum of three times per week in order to stay abreast of any announcements or updates made available by the instructor. Students are responsible for knowing and adhering to all postings / emails to the student or to the class.

## 2.2 Keep in up with instructor communications

Most communications to the class will be made via the “Announcements” tool on Blackboard. *You should review these announcements frequently in order to keep up with the course.*

**Please email the instructor at [yehu.mark4363@gmail.com](mailto:yehu.mark4363@gmail.com).** I will respond to all emails within one working day. If you do not receive a response within one working day, I did not receive your email and you are advised to email me again.

## 2.3 Class Materials

Materials for class can be found in “Course Content” on Blackboard. STEP 1: Upon starting this course you should immediately review the syllabus and then all of the materials in the “Things You Should Know” organizer.

Lecture Slides: Demetra Andrews, a former PhD student **narrated** most of the lecture slide files for this course. They are in flash format. That is, the lectures are movie files that have sound. I decided to leave the “narrated” option for you just in case you prefer it. The slides are also available to you without the “narrated” option. **There is no project.** You may hear a project being mentioned more than once in the narrated slides, which was for a previous year.

To view and listen to the lecture **you must download a flash viewer.** You can do so for free from the internet.

## 3. CLASS RULES

- **Tone of voice (TOV)** is extremely important in online environments. Students must guard against using TOV in email messages that will be deemed aggressive, angry, or unprofessional.
  - Using ALL CAPS is akin to shouting and should be used sparingly, if at all.
  - Use of SMS language is very casual not appropriate for class.
  - Use of bold text should be used sparingly.
- **Appropriate wording** of messages is required for all communications. Messages should be professional and courteous in nature.
  - Review the document on “professionalism” in the “Things You Should Know” organizer
- **Professionalism** is a necessary skill for anyone intending to engage in business. In this class, you will be expected to treat and communicate with the instructor and your colleagues with courtesy and in a manner that is civil and polite. This includes all email communications and discussions at Blackboard.
- **Questions about exams or grades must be made within 1 week of receiving the grade on the exam.**
  - Due to its length and the number of people in the class, grading of the written assignment will take approximately 3 weeks from the date of submission.
  - Once you have received your grade, you will have 1 week to pose questions regarding the grade you have received.
  - After that period passes grades will be final.
- **IMPORTANT:** If you wish for the instructor to reconsider your grade on an assignment or exam, the entire assignment or exam will be reviewed and possibly re-graded. **Thus, your grade could go up or down as a result of the re-grade.**
- Sometimes students find what they believe to be errors in test questions. If you find what you believe is an error, please report it to the instructor immediately.

#### 4. WAYS TO EARN POINTS

##### Exams (300 points)

A total of 3 exams, worth 300 points, will be given via Blackboard. The exams are **not** cumulative. **Each exam will be available over a 24-hour time window. Once started, you must finish the exam within 1 hour.**

##### Quizzes (100 points)

Quizzes or assignments will be administered on a weekly basis (in most weeks except exam weeks) using Blackboard. **No make-up is available for the quizzes** (No exceptions). A total of 11 quizzes will be administered and each quiz is worth 10 points. At the end of the semester, one quiz with the lowest grade will be dropped. It is important that you log onto Blackboard to check quiz announcements frequently.

##### Professionalism and Courtesy (50 points)

Professionalism and appropriateness of communication is worth 50 points. These points are earned by following class rules and instructions from the instructor. NOTE: Points will be deducted for each instance of failure to follow class rules.

##### Extra Credit (up to 20 points)

You are eligible to participate in research to earn extra credit for this course. More information will be provided during the semester. You can receive up to a maximum of 20 points of extra credit. All extra credit will be posted to Blackboard by the end of the semester.

##### Grading Scale

Grade	Points Required
A	Points $\geq$ 420
A-	$400 \leq$ Points $<$ 420
B+	$390 \leq$ Points $<$ 400
B	$380 \leq$ Points $<$ 390
B-	$370 \leq$ Points $<$ 380
C+	$350 \leq$ Points $<$ 370
C	$330 \leq$ Points $<$ 350
C-	$310 \leq$ Points $<$ 330
D+	$290 \leq$ Points $<$ 310
D	$280 \leq$ Points $<$ 290
D-	$270 \leq$ Points $<$ 280
F	Points $<$ 270

#### 5. ACADEMIC HONESTY

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy. **No violations of this policy will be tolerated in this course.**

## 6. ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner. Since Blackboard does not have a function for setting time limits for each student individually, **students who request extended exam time following CSD must take a paper-and-pencil exam at CSD's facility at a pre-scheduled time.** Since the quizzes (five questions, ten minutes) are already on an extended time basis, **no time extension is available for quizzes.**

## 7. COURSE CHANGES

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced via Blackboard, so students are advised to check Blackboard daily. The instructor reserves the right to modify the course requirements, assignments, quizzes, grading procedures, policies as circumstances dictate.

**Schedule of Classes**

Week 1		
January	13	<i>Orientation, syllabus, cruising through Blackboard</i>
Week 2		
January	20	<i>Review of Marketing's 4 P's</i> - Review Lecture & "Marketing Basics" Document in the Supplemental Materials folder on Blackboard
Week 3		
January	27	<i>The Globalization Imperative</i> - Review Chapter 1 and Accompanying Lecture
Week 4		
February	3	<i>Economic and Financial Factors Affecting the Global Market</i> - Review Chapters 2/3 and Accompanying Lecture
Week 5		
February	10	<i>Political and Legal Factors Affecting the Global Market</i> - Review Chapter 5 and Accompanying Lecture
Week 6		
February	17	<i>Cultural Factors Affecting the Global Market</i> - Review Chapter 4 and Accompanying Lecture
February	19	<b>***EXAM 1*** [Blackboard]</b>
Week 7		
February	24	<i>Global Market Research</i> - Review Chapter 6 and Accompanying Lecture
Week 8		
March	3	<i>Segmenting Markets and Positioning Products/Services</i> - Review Chapter 7 and Accompanying Lecture
Week 9		
March	10	<b>Spring Break</b>
Week 10		
March	17	<i>Decisions about Global Products</i> - Review Chapters 10/11 and Accompanying Lecture (Chapter 11/12 in

4<sup>th</sup> edition)

Week 11			
March	24	<i>Global Pricing Issues and Strategies</i> - Review Chapter 12 and Accompanying Lecture (Chapter 13 in 4 <sup>th</sup> edition)	
March	26	<b>***EXAM 2*** [Blackboard]</b>	
Week 12			
March	31	<i>Global Promotion Issues and Strategies</i> - Review Chapter 13 and Accompanying Lecture (Chapter 14 in 4 <sup>th</sup> edition)	
Week 13			
April	7	<i>Global Logistics and Distribution</i> - Review Chapter 14 / 15 and Accompanying Lecture (Chapter 15/16 in 4 <sup>th</sup> edition)	
Week 14			
April	14	<i>Entering and Managing Global Markets</i> - Review Chapters 9 and Chapter 16 and Accompanying Lectures (Chapter 9/17 in 4 <sup>th</sup> edition)	
Week 15			
April	21	Exam Preparation	
	23	<b>***EXAM 3*** [Blackboard]</b>	
Week 16			
April	28	TBD, flexible day	