

MKTG 435 – International Marketing
Course Syllabus Spring 2013

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- Office:** Rehn Hall 235 A
- Office Hours:** Monday, Wednesday, and Friday 12:00 pm – 12:50 pm
Additional hours available by appointment
- Class Web Page:** <https://online.siu.edu>
All announcements, assignment instructions, course materials and grades will be posted on Desire2Learn.
- Required Text:** Cateora, P., Gilly, M. & Graham, J. (2011). International Marketing, 15th edition. ISBN # 9780073529943
Available at SIU Campus Bookstore or online

Specific Prerequisite Course

MKTG 304 (Marketing Management) with a grade of C or better.

Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required

Course Description:

This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. Putting yourself as an international marketing manager, you will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.

Course Objectives:

- To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues
- To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing
- To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
- To build communication and teamwork skills through the group project
- To familiarize students with extant “tools” of international marketing beyond the textbook such as the Internet, government databases, etc.

Tasks and Grading - MKTG 435 Spring 2013:

1. Exams (50% of total grade)

There will be four in-class exams given during the semester and one final exam. The format will be multiple choice questions.

2. Class Participation and Pop Quizzes (10% of total grade)

Your class participation score is based on my judgment of your attendance and preparation before class. Each student is expected to be prepared and ready to answer my questions for **EVERY** class by reading chapter(s), news article, and other materials assigned. Comprising your participation score will be your performance on unannounced quizzes, various assignments and contribution to class discussions.

3. Team Country Analysis Plan (30% of total grade)

This will consist of 2 parts – 15% grade Cultural & Economic Analysis
15% grade Market Audit & Marketing Plan

- Please refer to the Team Country Analysis handout for a comprehensive description of this assignment

4. Cases (10% of total grade)

You will need to submit a written analysis for TWO of the following THREE cases. You can download the cases through D2L:

- EuroDisney
- McDonald
- Iberia Airlines

<u>Total Point Schedule</u>	<u>POINTS</u>
1. In Class Exams – 5 total	500
2. Class Participation and Pop Quizzes	100
3. Team Country Analysis Plan	300
4. Executive Summary (2 Cases)	100
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Total points	1000
<u>Grading</u>	
Here is the grade breakdown:	
90% - 100% = A	
80% - 89% = B	
70% - 79% = C	
60% - 69% = D	
<60% = F	

Policies and Rules

Exams:

There will be five non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of International marketing concepts and your ability to apply these concepts to real-world problems.

Exams must be taken during their scheduled class period. If you must miss an exam for a *documented, university-approved* reason, contact me before the day of the exam to make other arrangements. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed and you will receive a grade of “o” for the exam.

If you are late for an exam, one of the two situations will occur:

- (1) After the first student has submitted his/her exam: receive a grade of “o” for that exam;
- (2) Before the first student’s submission: can still take that exam but NO extra time.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official SIU activity (e.g. athletics, debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from SIU for reasonable cause by an academic dean. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

Academic Dishonesty:

Students found guilty of committing **acts of academic dishonesty shall** receive at least a **grade of “F” in the course**. See the COBA publication "Policies and Procedures for Acts of Academic Dishonesty" for details.

The bottom line is that academic dishonesty is unfair to other students, lowers standards within COBA, and **will not be tolerated** in this class.

[NOTE: Falsifying the data collected for the class project is an act of academic dishonesty.]

Peer Evaluation Instruments

A peer evaluation copy is included at the last page of the syllabus. During the semester, you have to submit your evaluation **twice** (Monday - 3/4 & 4/29)

Email Accounts and D2L

Every student is expected to have access to SIU email account and D2L that is checked daily for messages and announcements. All class communications will be transmitted by the instructor via either D2L or webmail account. All emails that are sent to the instructor on Saturday and Sunday will be returned on the coming Monday.

Classroom Policies:

I expect students to treat this course like a job: Be professional in your speech, your writings (including email), and your behavior; be on time; and be prepared.

Prior to Class

The format of this class necessitates participation and preparedness on the part of the student. You **must** read all materials before the class to which they are assigned.

During Class

To ensure that everyone has an equal opportunity to benefit from class, students should observe common courtesy and respect the rights of others. Some professional courtesy rules that should be observed in the classroom are:

- 1) **Turn off all cell phones and personal electronic equipment** out of respect for the professor and other students.
- 2) Please refrain from talking in class unless you are addressing the professor or the whole class.
- 3) Do not surf the Internet, use instant messaging, or text message anyone during class. Deviations from student expectations will affect your class participation grade.
- 4) You would use the bathroom before the class.
- 5) You would avoid being late, walking out in the middle of the class for any reason, or

leaving early.

6) You would avoid whispering and laughing with the person sitting next to you. You would listen attentively, take notes, and manage your face and posture to convey interest and competence.

If it appears to me that you are particularly unprepared for class or not abiding by these expectations, I reserve the right to ask you to leave the room. Continued enrollment in this course indicates agreement with these policies.

Late Assignments/ Cases

All of the assignments are due at the beginning of class on the listed due date. **Late assignments will not be accepted** and must be sent via email to the instructor before the start of class if you cannot attend for a valid reason. If assignments are delayed due to an illness or an emergency situation, the individual involved must contact the instructor BEFORE the assignment is due to explain the position. A medical certificate or other supporting evidence will be required, although if necessary these may follow after the due date.

Other Important Information

Flexibility:

A tentative schedule for the entire semester is included in this syllabus. Although much thought and planning was put into the course schedule included in the syllabus, the schedule is tentative and subject to change as necessary to adapt to the specific needs of the class. Occasional departures from the schedule, such as additional readings, assignments, and activities, may be announced in class during the semester. Such announcements will take priority over the printed schedule. **Therefore, it is each student's responsibility to be in class, on time, and paying attention in order to keep up-to-date with whatever changes are made in the schedule.**

Academic Honest Policy:

All university, college, and departmental policies on academic honesty will be strictly enforced. The consequence of academic dishonesty is failure in the course and referral of the case to the Dean of the college for additional disciplinary action. Please see the College of Business' academic dishonesty policy at:

<http://www.business.siuc.edu/services/advise/Documents/dishonesty-StudentHandbook2011-12.pdf>

“Extra Credit”:

Note that I do NOT offer “extra credit” to individual students to make up for poor grade performance. There may be opportunities during the semester that will be offered to all students equally to participate in activities that would provide the potential to earn extra points, but these are not guaranteed – they will only become available as an opportunity arises.

Emergency Procedures

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

*****This syllabus is tentative (it can be altered at the discretion of the instructor)*****

MKTG 435 – International Marketing - Spring 2013

Schedule of Topics

Week/ Date:	Topics	Chapters/Supplementary Readings; In-Class Activities; Assignment Deadlines
Week 1		
M - 1/14	Syllabus	
W - 1/16	The Scope and Challenge of International Marketing	Chapter 1 & Photo taking
F - 1/18	The Scope and Challenge of International Marketing	Chapter 1
Week 2		
M - 1/21	Martin Luther King Jr.'s Birthday Holiday	
W - 1/23	The Dynamic Environment of International Trade	Chapter 2
F - 1/25	The Dynamic Environment of International Trade & Cultural Dynamics in Assessing Global Market	Chapter 2 & Chapter 4
Week 3		
M - 1/28	Cultural Dynamics in Assessing Global Market	Chapter 4
W - 1/30	Country Team Analysis (Group Project)	
F - 2/1	Culture, Management Style, and Business Systems	Chapter 5
Week 4		
M - 2/4	Culture, Management Style, and Business Systems	Chapter 5

W - 2/6	Catch-up and Review for Exam 1	
F - 2/8	Exam 1 – Chapter 1, 2, 4, and 5	
Week 5		
M – 2/11	The Political Environment: Critical Concern	Chapter 6
W – 2/13	The Political Environment: Critical Concern & The International Legal Environment: Playing by the Rules	Chapter 6 & Chapter 7
F – 2/15	The International Legal Environment: Playing by the Rules	Chapter 7 DUE: Written Case 1
Week 6		
M – 2/18	Developing Global Vision through Marketing Research	Chapter 8
W – 2/20	Developing Global Vision through Marketing Research	Chapter 8
F – 2/22	Economic Development and the Americas	Chapter 9
Week 7		
M – 2/25	Economic Development and the Americas	Chapter 9
W – 2/27	Group Project Q & A	
F – 3/1	Catch-up and Review for Exam 2	

Week 8		
M – 3/4	<p>Group Presentation (Team 1, 2, and 3) – 15 minutes each</p> <p>DUE: 1) Culture and Economic Paper Due 2) 1st Peer Evaluation Sheet</p>	
W – 3/6	<p>Group Presentation (Team 4, 5, and 6) – 15 minutes each</p>	
F – 3/8	<p>Exam 2 – Chapter 6, 7, 8, and 9</p>	
Week 9		
SPRING VACATION		
Week 10		
M – 3/18	Europe, Africa, and the Middle East	Chapter 10
W- 3/20	Europe, Africa, and the Middle East & The Asia Pacific Region	Chapter 10 & Chapter 11
F – 3/22	The Asia Pacific Region	Chapter 11 DUE: Written Case 2
Week 11		
M – 3/25	Global Marketing Management: Planning and Organization	Chapter 12
W- 3/27	Global Marketing Management: Planning and Organization	Chapter 12
F – 3/29	Catch-up and Review for Exam 3	
Week 12		
M – 4/1	Exam 3 – Chapter 10, 11, and 12	
W – 4/3	<i>Product and Services for Consumers</i>	Chapter 13

F – 4/5	<i>Product and Services for Consumers & Product and Services for Business</i>	Chapter 13 & Chapter 14
Week 13		
M – 4/8	<i>Product and Services for Business</i>	Chapter 14
W- 4/10	International Marketing Channels	Chapter 15
F- 4/12	International Marketing Channels	<ul style="list-style-type: none"> • Chapter 15 • Review for Exam 4
Week 14		
M- 4/15	Exam 4 – Chapter 13, 14, and 15	
W- 4/17	Integrated Marketing Communications and International Advertising	Chapter 16
F- 4/19	Integrated Marketing Communications and International Advertising & <i>Personal Selling and Sales Management</i>	Chapter 16 & Chapter 17
Week 15		
M- 4/22	<i>Personal Selling and Sales Management</i>	Chapter 17
W- 4/24	<i>Pricing for International Markets</i>	Chapter 18
F- 4/26	<i>Pricing for International Markets</i>	<ul style="list-style-type: none"> • Chapter 18 • Group Project Q & A

Week 16	
M- 4/29	<p>Group Presentation (Team 1, 2, and 3) – 15 minutes each</p> <p>DUE: 1) Complete Country Team Analysis Paper Due 2) 2nd Peer evaluation sheet</p>
W- 5/1	<p>Group Presentation (Team 4, 5, and 6) – 15 minutes each</p>
F- 5/3	<p>Catch-up and Review for Final Exam</p>
Tuesday – 5/7	<p>12:50 – 02:50 p.m.: FINAL EXAM (Quigley Hall 140B) <i>(Chapters 16,17, and 18 - NOT a comprehensive final exam!)</i></p>

