

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Fall 2019
8/26 – 12/6

COURSE NUMBER: MARK 4360.001

COURSE TITLE: International Marketing

INSTRUCTOR: Dr. Barbara Ross Wooldridge

OFFICE : Soules –COB 350.023

TELEPHONE: 903-566-7246

EMAIL: brosswoo@uttyler.edu

OFFICE HOURS: Monday and Wednesday 10:00 am to 11:00 am and Friday 1:15 pm to 2:15 pm or by appointment

REQUIRED TEXT: International Marketing, 6th Edition, Dana-Nicoleta Lascu, info@textbookmedia.com, www.textbook* this book has lots of options from eBook, eBook + Printable PDF chapters, eBook +Paperback, and i-Phone/i-pad options, the lowest priced option starts at 34.95. The bookstore will also carry copies for those of you that cannot do the online option

**COURSE
DESCRIPTION:**

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts.

Background

"The changing economic situation, the changing global market means it is understandable that employers are constantly raising the bar. It is challenging the education system to come up with ever higher standards to meet the expectation of employers." Jim Knight

As global economic growth occurs, understanding marketing in all cultures is increasingly important. International Marketing addresses global issues and describes concepts relevant to all international business executives, regardless of the extent of their marketing involvement.

PREREQUISITE: MARK 3311

Course Objectives

Knowledge Objectives

- (1) Familiarity with the problems and challenges of marketing across national boundaries and those within foreign countries
- (2) Insights into macro-environmental perspectives of doing business outside the home country.
- (3) Analytical ability to make marketing decisions facing all firms engaged in business outside the U.S.
- (4) Familiarize the student with different sources of information needed for making international marketing decisions, as well as problems associated with gathering and using information.

CLASS MEETING: Monday, Wednesday, Friday: 12:20 pm to 1:15 pm, Soules 00214

TEACHING METHOD: Lecture, class exercise, guest speakers.

COURSE ACTIVITIES AND GRADING POLICY

GRADING:

Grade	Points Range
A	1,000 to 900
B	899.9-800
C	799.9-700
D	699.9-600
F	599.9 and below

***grades will not be rounded up. There will be no extra credit opportunities.**

YOU MUST HAVE A 70% TESTS TO PASS THE CLASS WITH A C OR BETTER. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

EVALUATION COMPONENTS

ITEM	VALUE
Duo Lingo (5 assignments x 20)	100
Test 1	100
Test 2	150
Test 3	150
Test 4	150
Part 1 Individual Assignment	150
Part 2 Individual Assignment	100
Group PowerPoint and Presentation	100
Attendance	
Comprehensive final	
Total points	1000

***No late assignments will be accepted. You must be in class to turn in an assignment. If you are going to miss class -you must turn in the assignment early.**

*** There are no make up tests. If you miss the test you must take the comprehensive final.**

Group Evaluation (DUE -all groups)

- Each team member must fill-out an evaluation form-which will be posted to blackboard. Each team member must evaluate all members of his/her group **including themselves**. These evaluations will be used to adjust the group grade to reflect your individual contribution. **Late submissions will not be accepted. If you do not submit evaluations or submit an incomplete set of evaluations, you will be penalized 10 points.**

ATTENDANCE POLICY

Attendance	Penalty
Up to 4 absences	0
4.5 to 6.5 absences	-50
7 to 9.5	-100
10 and above	Automatic Failure of the Class

PLEASE NOTE: University absences are not excused –you have 3 classes you can miss without penalty and you must use it for University events. If you are going to miss more than 3 classes – you must discuss this with the professor before August 30th.

11/20, 11/22, 12/2, 12/4 and 12/6 are MANDATORY ATTENDANCE DAYS, if you miss any or all of a class you will be penalized 25 points. 12/2, 12/4 and 12/6 are not included in your allowed absences. If you are not present for your group presentation you will not receive credit for it in addition to the non-attendance penalty.

COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

CAVNAS

An on-line “class interface” for this course will be available through **Canvas**. Canvas will allow you 24-hour access to course materials, announcements, your grades, and other information. It will facilitate easy communication with fellow students and the instructor. Please note: **this is NOT an on-line course**—you will not be able to “do” this course through Canvas. You will, however, be able to do many things for this course more efficiently using Canvas. ***You are automatically enrolled in Canvas. If after first assignment do not see a grade you must contact the instructor. Any issues with grades or attendance must be reported within a week of posting.***

This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the syllabus may be necessary. You will be given sufficient notice before any changes are made to the syllabus. You will be notified of all changes via notices posted to CANVAS.

CLASS SESSION	TOPIC	ASSIGNMENTS
26 August - Monday	Introduction to Class	Buy the Book
28 August -Wednesday	Food	
30 August - Friday	If The World Exercise / Discussion of Individual Project	
2 September - Monday	Holiday	HAVE FUN
4 September - Wednesday	Introduction to International Marketing	You need to have the book by now. Read Chapter 1 for class.
6 September - Friday	International Marketing Environment	Read Chapter 2 for class. You must verify that your product is not available in your country.
9 September - Monday	International Trade	Read Chapter 3 for class.
11 September - Wednesday	Regional, Economic, and Trade Integration	Read Chapter 4 for class.
13 September - Friday	Review of Chapters 1-4	
16 September - Monday	TEST	TEST CHAPTERS 1-4 and FOOD and 100 People
18 September - Wednesday	WORK DAY - PROJECT	WORK DAY -PROJECT
20 September - Friday	WORK Day -PROJECT	WORK DAY - PROJECT
23 September - Monday	Cultural Influences	Read Chapter 5 for Class
25 September - Wednesday	Cultural Influences	Read Chapter 5 for Class
27 September - Friday	Cultural Influences	Read Chapter 5 for Class
30 September - Monday	Cultural Influences	Read Chapter 5 for Class
2 October - Wednesday	Cultural Influences	Read Chapter 5 for Class
4 October - Friday	EXERCISE	CLASS EXERCISE
7 October - Monday	CLASS DISCUSSION	PART 1 COUNTRY BRIEF DUE
9 October - Wednesday	Marketing Research	Read Chapter 6
11 October- Friday	Discussion Duo Lingo Assignment	DUO LINGO WEEK 1
14 October - Monday	International Strategic Planning	Read Chapter 7
16 October - Wednesday	Expansion Strategies	Read Chapter 8
18 October - Friday	Discussion of Part 2 Individual Assignment	DUO LINGO WEEK 2
21 October - Monday	TEST	TEST CHAPTER 5, 6, 7, AND 8
23 October - Wednesday	Product Branding	Read Chapter 9
25 October- Friday	Product Strategies	DUO LINGO WEEK 3 Read Chapter 10
28 October - Monday	Channels	Read Chapter 11

30 October - Wednesday	Team Building Exercise, Formation of Teams	
1 November - Friday	Retailing	DUO LINGO WEEK 4 Read Chapter 11
4 November - Monday	International Promotion Mix	Read Chapter 12 INDIVIDUAL PROJECT DUE
6 November - Wednesday	Time to Work on Individual Project	
8 November - Friday	TEST ONLINE	TEST ONLINE CHAPTERS 9, 10, 11
11 November - Monday	International Personal Selling	Read Chapter 13
13 November - Wednesday	International Pricing	INDIVIDUAL PROJECT PART 2 DUE Read Chapter 14
15 November - Friday	T.B.A.	DUO LINGO WEEK 5
18 November - Monday	TEST	TEST CHAPTERS 12, 13, AND 14
20 November - Wednesday	Team Appointments Dr. Woo	Mandatory Attendance
22 November - Friday	Team Appointments Dr. Woo	Mandatory Attendance
25 November - Monday	Thanksgiving -No Class	BE SAFE HAVE FUN
27 November - Wednesday	Thanksgiving -No Class	BE SAFE HAVE FUN
29 November - Friday	Thanksgiving -No Class	BE SAFE HAVE FUN
2 December - Monday	Group Presentations	Mandatory Attendance
4 December - Wednesday	Group Presentations	Mandatory Attendance
6 December - Friday	Group Presentations	Mandatory Attendance
FINAL EXAM -11 December 12:30 to 2:30 pm	Comprehensive Final	YOU MUST TAKE THE COMPREHENSIVE FINAL IF YOU MISS A TEST, YOU MAY TAKE THE FINAL TO TRY AND IMPROVE YOUR GRADE

UNIVERSITY POLICIES AND ADDITIONAL INFORMATION THAT MUST APPEAR IN EACH COURSE SYLLABUS

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus->

[carry/index.php](#)

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware.

These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student

application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

Revised 05/19 If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;

- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially. ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. iv. All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.