

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Fall 2021
August 24 to December 10, 2021

COURSE NUMBER: MARK 4360.060
COURSE TITLE: International Marketing
INSTRUCTOR: Dr. Barbara Ross Wooldridge
OFFICE : Soules College, COB 350.023
TELEPHONE: 903-566-7246
EMAIL: brosswoo@uttyler.edu

OFFICE HOURS: In person office hours: 2:00 pm to 3:30 pm Tuesday and Thursday or by appointment. Emails will be answered within 24 hours Monday to Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday.

REQUIRED TEXT: International marketing, 6rd Edition, Dana-Nicoleta Lascu,
*See CANVAS for directions on how to obtain book online

The book is available in the bookstore but if you would like to purchase it online, please follow the instructions below.

TEXTBOOK MEDIA

Go to www.textbookmedia.com (Links to an external site.). Register. It will take about 60 seconds.

You will be taken to My Account. You will see “You currently have no books to view.”

To find your book, click on Booklist. Locate the book and click on Pricing Details.

You will have options for the format (e-book, PDF, and three print formats). Read the descriptions and make your choice.

Click on Add to Cart, then Checkout. Then you’ll see a page for Review Order. Once processed, ebook orders will be in My Account. Print orders may take up to seven business days, but you’ll have the online book immediately in My Account.

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 Learning 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: 11:00 am to 12:20 pm Tuesday/Thursday, Soules 214

TEACHING METHOD: Face to Face

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 is one extra credit opportunity the Getting Started Quiz which must be completed by August 30 by 11:59 pm central time to receive the bonus points.**

NO LATE ASSIGNMENTS WILL BE ACCEPTED. This is an online class -not having a good internet connection is not an excuse.

ITEM	VALUE	
Duo Lingo	70	-70 if not completed
10 Quizzes	700 (70 points apiece)	0 if not completed**
Comprehensive Final Exam	70 points*	
Getting Started Quiz	10	Up to 10 Bonus Points
Project part 1	65	-65 if not completed
Project part 2	65	-65 if not completed
Class Participation	100	100
TOTAL POINTS	1000	1000

YOU HAVE ONE WEEK AFTER A QUIZ GRADE IS POSTED AND ANSWERS TO THE QUIZ ARE RELEASED TO DISCUSS THE SCORE WITH THE PROFESSOR. A WEEK AFTER THE CORRECT ANSWERS HAVE BEEN RELEASED – NO QUESTIONS WILL BE REVIEWED FOR ADDITIONAL POINTS.

***The comprehensive final exam is optional. If you take the comprehensive exam you may use it to replace up to two missing quizzes or two replace two low quiz grades. There are no make up quizzes in the quiz. If you miss a quiz you must take the comprehensive final exam.**

**** Make sure you have a stable internet connection. Not having an internet connection is not a valid excuse as you can take all quizzes at school.**

ATTENDANCE POLICY

I understand that during a normal semester there are key events, unexpected happenings, and sickness to name a few possibilities that can occur – but you cannot learn and be a productive citizen if you are not in class. Class attendance is based on being in class to participate in class activities. If we do an activity and you are not in class, you miss the points. Participation points cannot be made up. There will be more than 100 points but when they are gone, they are gone.

I do not want to be the “judge” of what is valid and what is not a valid excuse. Each student can miss up to 5 classes without a penalty. ***I do not recommend missing this many classes.*** PLEASE NOTE IF YOU ARE AN ATHLETE your leaving/missing for games counts towards the five absences. If you are an athlete and are going to miss more than 5 classes, you need to meet with me by September 7th. The following attendance policy will be enforced

Number of Days Absent	Bonus/Penalty	Important
Perfect Attendance	10 points	
1 Absence	5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
2 Absences	2.5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
6 Absences	-25 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
7 Absences	-50 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
8 or more Absences	-100	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.

ANY CHANGES TO THE SCHEDULE WILL BE POSTED ON CANVAS.

DATES/WEEK	TOPICS	ASSIGNMENTS
WEEK 1-ONLINE August 24- Tuesday August 26 - Thursday	PLEASE NOTE – CLASS IS ONLINE THIS WEEK Complete Getting Started Section Watch Video Bizarre Foods	Complete syllabus quiz by Sunday August 29 at 11:59 pm central time. Purchase the book you will need it by week 2. I do not provide chapters.
WEEK 2 August 31-	Introduction -Review of Assignments	8/31 –

Tuesday September 2 Thursday	Lecture on What is International Marketing	9/2 -Read Chapter 1 Quiz 1 Chapter 1 and all materials due by September 5 (Sunday) 11:59 pm central time. If you do not have a stable computer connection, make sure to take your quiz at school.
WEEK 3 September 7 - Tuesday September 9- Thursday	Lecture – Global Economic Environment Lecture International Trade – Institution Barriers and Facilitators	Read Chapter 2 Read Chapter 3 CANVAS -Quiz 2 on Chapters 2 & 3 and all materials due by Sunday, September 12 by 11:59 pm central time.
WEEK 4 September 14 Tuesday September 16 Thursday	Lecture Regional Economic and Political Integration Introduction to lecture on Culture	Read Chapter 4 CANVAS-Quiz 3 – on Chapter 4 and all materials - due by Sunday, September 19 by 11:59 pm central time.
WEEK 5 September 21 Tuesday September 23 Thursday	Continue Lecture on Culture	Read Chapter 5
WEEK 6 September 28 Tuesday September 30 Thursday	Finish lecture on Culture Lecture on International Marketing Research	Read Chapter 6 CANVAS-Quiz 4 – on Chapters 5 and all materials. CANVAS -QUIZ 5-on Chapter 6 and all materials due by Sunday, October 3 by 11:59 pm central time. MUST CHECK IF PRODUCT IS AVAILABLE IN YOUR COUNTRY AND EMAIL DR WOO by 9/28 – if it is available to be assigned another product.
WEEK 7-ONLINE October 5 Tuesday October 7 Thursday	PLEASE NOTE – CLASS IS ONLINE THIS WEEK WATCH VIDEO LECTURES Chapter 7 Video Lecture Topic: –	CANVAS- Quiz 6 – Chapters 7 and 8 and all materials due by Sunday, October 10 by 11:59 pm central time.

	International Strategic Planning Chapter 8 Video Lecture Topic: Expansion Strategies and Entry Mode Selection	
WEEK 8-ONLINE October 12 Tuesday October 14 Thursday	DR. WOO at a conference-NO PHYSICAL CLASS Individual Assignment Part 1 Due	10/12 time to work on Individual Assignment Individual Assignment COUNTRY GUIDE: Part 1 Due 10/14 by 11:59 pm central time. TURN IN ON CANVAS
WEEK 9 October 19 Tuesday October 21 Thursday	Lecture Product and Service Branding Decisions Lecture International Product Service Strategies	Reads Chapters 9 and 10 CANVAS -Quiz 7 -Chapters 9 and 10 and all materials due by Sunday, October 24 by 11:59 pm central time.
WEEK 10 October 26 Tuesday October 28 Thursday	Lecture-International Channels Lecture T.B.A.	Duo Lingo Assignment due 11:59 pm central time October 31. Read Chapter 11 CANVAS- Quiz 8 – Chapter 11 and all materials due by Sunday, October 31 by 11:59 pm central time
WEEK 11 November 2 Tuesday November 4 Thursday	Lecture International Promotion Mix Lecture International Personal Selling and Sales Management	Duo Lingo Assignment due 11:59 pm central time November 7. Read Chapters 12 and 13 CANVAS- Quiz 9: Chapters 12 and 13 and all materials due on Sunday, November 7 by 11:59 pm central time.
WEEK 12 November 9	Pricing Strategy	Duo Lingo Assignment due 11:59 pm November 14 th 11:59 pm central time.

Tuesday November 11 Thursday		Read Chapters 14 CANVAS -Quiz 10: Chapter 14 and all materials due by Sunday November 14 by 11:59 pm central time.
WEEK 13 November 16 Tuesday November 18 Thursday	T.B.A.	Duo Lingo Assignment due 11:59 pm 21 th by 11:59 pm central time.
WEEK 14 November 23 Tuesday November 25 Thursday	Thanksgiving Holiday	HAVE FUN
WEEK 15 November 30 Tuesday December 2 Thursday	Part-2 -Product Marketing Plan Due Presentations of 1 page slides	PRODUCT MARKETING PLAN RESOURCE GUIDEPART 2 Due Tuesday November 30 th by 11:00 am central time turned in on CANVAS Presentations Duo Lingo Assignment due 11:59 pm central 12/5
FINAL EXAM December 7-9	Optional Comprehensive Exam. The exam covers all class material and is 100 questions long.	If you miss a quiz you must take the optional comprehensive. If you want to try and replace a low-test score you may take the optional comprehensive exam. You must complete the exam by Thursday December 9 by 11:59 pm central time

IMPORTANT DATES

September 3: Census Date, Second drop for non-payment

September 15: First day to file for Summer 2022 Graduation

October 1: Final filing deadline for fall 2021 Graduation

November 1: Spring 2022 registration begins

November 1: Last day to withdraw from 15-week courses

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
- UT Tyler Counseling Center (903.566.7254)

SYLLABUS POLICY -this link will take you to all of the syllabus policies concerning UT Tyler Honor Code, Students Rights and Responsibilities, Camus Carry, UT Tyler a Tobacco Free University, Grade Replace and Forgiveness and Census Date Policy, State-Mandated Course Drop Policies, Disability/Accessibility Services, etc.

<https://www.uttyler.edu/academic-affairs/files/syllabuspolicy.pdf>

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. <https://www.uttyler.edu/mopp/documents/8-student-conduct-discipline.pdf>