

**THE UNIVERSITY OF TEXAS AT TYLER**  
**SOULES COLLEGE OF BUSINESS**  
**Spring 2021**  
**January 11 to April 30**

**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:** emails will be answer within 24 hours Monday – 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, 6<sup>rd</sup> Edition, Dana-Nicoleta Lascu,  
\*See CANVAS for directions on how to obtain book online  
13 Digit ISBN: 978-1-7322425-2-4; 10 Digit ISBN: 1-7322425-2-6

**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:** online

**TEACHING METHOD:** online

## 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 January 17<sup>th</sup> 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	<b>-70 if not completed</b>
10 Quizzes	800 (80 points apiece)	
Comprehensive Final Exam	80 points*	
Getting Started Quiz	10	<b>Up to 10 Bonus Points</b>
Project part 1	65	<b>-65 if not completed</b>
Project part 2	65	<b>-65 if not completed</b>
Introduction Discussion Board	0	<b>-35 if not completed</b>
<b>TOTAL POINTS</b>	<b>1000</b>	<b>1000</b>

**\*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.**

**ATTENDANCE POLICY**

This is an online class. You need to log into the course to check announcements as well as checking your email daily. You need to access the course from the CANVAS course and not just the CANVAS syllabus and CANVAS gradebook.

**ANY CHANGES TO THE SCHEDULE WILL BE POSTED ON CANVAS.**

<b>DATES/WEEK</b>	<b>TOPICS</b>	<b>ASSIGNMENTS</b>
<b>WEEK 1</b> <b>January 11 to 17</b> <b>Monday to Sunday</b> <b>You may work ahead on assignments</b>	Complete Getting Started Section Watch Video Bizarre Foods	<b>Complete syllabus quiz by Saturday 1/20 at 11:59 pm central time.</b> Introduction Discussion Board – first post 1/12 continue to participate until 1/17  Purchase the book you will need it by week 2. I do not provide chapters.
<b>WEEK 2</b> <b>January 18 -24</b> <b>Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday January 24th.</b>	Watch Chapter 1 Video Lecture Topic: Introduction to International Marketing Watch the supporting videos for the lecture	Read Chapter 1 in Text  Complete the US, Global, and Business Card knowledge Practices Quizzes before taking quiz 1.  Quiz 1: covers chapter1 text and video lecture, supporting videos, and three quizzes on US, Global, and Business Card knowledge.
<b>WEEK 3</b> <b>January 25 -31</b> <b>Monday to Sunday</b> <b>You may work</b>	Watch Video if World Were 100 People  Watch Chapter 2 (A	Quiz 2: covers “if the world were 100 people,” chapter 2 text and video lecture, chapter 3 text and video lecture and supporting video and links.

<p><b>ahead but you must have completed your Quiz by 11:59 pm central time on Sunday January 31</b></p>	<p>and B) Video Lecture Topic: The Global Economic Environment</p> <p>Chapter 3 Video Lecture Topic: International Trade: Institutional Barriers and Facilitators</p> <p>Watch the supporting lecture videos and click the link on the explanation of the G-8.</p>	
<p><b>WEEK 4</b> <b>February 1-7</b> <b>Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 7.</b></p>	<p>Chapter 4 Video Lecture Topic: Regional Economic and Political Integration</p>	<p>Quiz 3: covers Chapter 4 text and video lecture, and EU video supplement.</p>
<p><b>WEEK 5</b> <b>February 8 – 14</b> <b>Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 14.</b></p>	<p>Watch: Chapter 5 Video Lectures Topic Social and Cultural Environments – 5A, 5B, 5C, and video supplements</p>	<p>Quiz 4: covers Chapter 5 text and video lectures, and Supplemental videos.</p>
<p><b>WEEK 6</b></p>	<p>Chapter 6 Video</p>	<p>Quiz 5: covers Chapter 6 and video lecture and</p>

<p><b>February 15 - 21 Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 21.</b></p>	<p>Lecture Topic: International Marketing Research: Practices and Challenges Chapter 7 Video Lecture Topic: – International Strategic Planning</p>	<p>Supplemental video, Chapter 7 text and video lecture and Top 20 Beer Consuming Countries.</p> <p><b>MUST CHECK IF PRODUCT IS AVAILABLE IN YOUR COUNTRY AND EMAIL DR WOO – if it is available to be assigned another product.</b></p>
<p><b>WEEK 7</b> <b>February 22 – 28 Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 28.</b></p>	<p>Chapter 8 Video Lecture Topic: Expansion Strategies and Entry Mode Selection</p>	<p>Quiz 6: Covers Chapter 8 text and video lectures and supplemental videos.</p>
<p><b>WEEK 8</b> <b>March 1-7</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday March 7.</b></p>	<p>Individual Assignment Part 1 Due</p>	<p><b>Individual Assignment COUNTRY GUIDE: Part 1 Due March 7<sup>th</sup> by 11:59 pm central time.</b></p>
<p><b>WEEK 9</b> <b>March 8 -13 Monday to Sunday</b></p>	<p>SPRING BREAK</p>	<p>Have Fun and Be Safe</p>
<p><b>WEEK 10</b> <b>March 14 - March 21</b></p>	<p>Chapter 9 Video Lecture Topic: Product and Service Branding Decisions</p>	<p>Duo Lingo Assignment due 11:59 pm March 21<sup>th</sup>. Quiz 7: Covers Chapters 9 and 10 and text and video lectures and supplemental videos.</p>

<p><b>Monday to Sunday</b>  <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday March 21st</b></p>	<p>Chapter 10 Video  Lecture Topic:  International Product and Services Strategies</p>	
<p><b>WEEK 11</b>  <b>March 22 -28</b>  <b>Monday to Sunday</b>  <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday March 28.</b></p>	<p>Chapter 11 Video  Lecture Topic –  Managing International Distribution, Operations, and Logistics  Chapter 12 Video  Lecture –  International Retailing</p>	<p>Duo Lingo Assignment due 11:59 pm March 28th.  Quiz 8: Covers Chapters 11 and 12 text and video lectures and supplemental videos.</p>
<p><b>WEEK 12</b>  <b>March 29 – April 4</b>  <b>Monday to Sunday</b>  <b>You may work ahead but you must have completed your Test by 11:59 pm central time on Sunday April 7<sup>th</sup>.</b></p>	<p>Chapter 13 Video  Lecture Topic:-  International Promotional Mix and Advertising Strategies    Chapter 14 Video  Lecture Topic:-  International Publicity, PR, and Sales Promotion Strategies</p>	<p>Duo Lingo Assignment due 11:59 pm April 4<sup>th</sup>.  Quiz 9: Covers Chapter 13 text and video lecture and supplemental videos.</p>
<p><b>WEEK 13</b>  <b>April 5 -11</b>  <b>Monday to Sunday</b>  <b>You may work ahead but you must have</b></p>	<p>Chapter 15 Video  Lecture Topic:-  International Personal Selling and Sales Management  Chapter 16 Video  Lecture Topic:0  International Pricing</p>	<p>Duo Lingo Assignment due 11:59 pm April 11<sup>th</sup>.  Quiz 10: Covers Chapters 15 and 16 text and video lectures and supplemental videos.</p>

completed your Test by 11:59 pm central time on Sunday April 14th.	Strategy	
<b>WEEK 14</b>  <b>April 12-18</b> <b>Monday to Sunday</b>	TIME TO WORK ON PROJECT	Duo Lingo Assignment due 11:59 pm April 18.
<b>WEEK 15</b>  <b>April 19 -25</b> <b>Monday to Sunday</b> You may work ahead but you must have completed your Test by 11:59 pm central time on Tuesday April 30th.	Resource Assignment Guide Part-2 -Product Marketing Plan Due  Optional Comprehensive Exam. The exam covers all class material and is 100 questions long.	PRODUCT MARKETING PLAN RESOURCE GUIDEPART 2 Due Sunday April 25 <sup>th</sup> at 11:59 pm central time  If you miss a test you must take the optional comprehensive. If you want to try and replace a low test score you may take the optional comprehensive exam. <b>You must complete the exam by 11:59 pm central time on Tuesday April 30<sup>th</sup>.</b>

## 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](http://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 01/18

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.

i. "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 instructor 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](mailto:writingcenter@uttyler.edu)

☒ UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto: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.

☒ UT Tyler Counseling Center (903.566.7254)