

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Summer 2020, session 1**  
**June 1 to July 3**

**COURSE NUMBER:** MARK 4360.460

**COURSE TITLE:** International Marketing

**INSTRUCTOR:** Dr. Barbara Ross Wooldridge  
**OFFICE :** Soules College of Business, 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  
Should be available in the bookstore

**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:**

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

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

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

<b>ITEM</b>	<b>VALUE</b>
Duo Lingo	70
Exam 1	200
Exam 2	200
Exam 3	200
Exam 4	200
FINAL EXAM*	200*
Project	100
Cultural Quizzes (10 x 3)	30
<b>Total points</b>	<b>1000</b>

**\*The comprehensive final exam is optional. If you take the exam it will be used to replace your lowest Test Score. If you miss a test you will have to take the final comprehensive exam.**

#### **ATTENDANCE POLICY**

This is an online class. You should daily log into the course to check announcements as well as checking your email daily.

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

DATES/WEEK	TOPICS	ASSIGNMENTS
<b>Week 1: June 1 to June 7, Monday to Sunday</b>  You may work ahead but you must have completed your Test by 11:59 pm central time on Sunday June 7th.	Video Lecture -Bizarre Foods Chapter 1 Video Lecture Topic: Introduction to International Marketing Chapter 2 Video Lecture Topic:- The Global Economic Environment Chapter 3 Video Lecture Topic:- International Trade: Institutional Barriers and Facilitators Chapter 4 Video Lecture Topic:- Regional Economic and Political Integration	Introduction Discussion Board Read Chapters 1, 2, 3, and 4 View Video Lectures 1, 2 A&B, 3, and 4 Click and view extra video links  TEST Chapters 1, 2, 3, and 4 (plus videos) and getting started materials 100 questions 2 hours <b>DUO LINGO WEEK START 10 DAYS IN ROW</b>
<b>Week 2: June 8 -14 Monday to Sunday</b>  You may work ahead but you must have completed your Test by 11:59 pm central time on Sunday June 14th <sup>th</sup> .	Chapter 5 Video Lecture Topic: -Social and Cultural Environments <a href="#">Chapter 6 Video Lecture</a> <a href="#">Topic: - International Marketing Research: Practices and Challenges</a> Chapter 7 Video Lecture Topic: - International Strategic Planning Chapter 8 Video Lecture Topic:- Expansion Strategies and Entry Mode Selection	US Culture Quiz Global Culture Quiz Business Culture Quiz Read Chapters 5, 6, 7, and 8 View Video Lectures 5 A, B, & C, 6 a, 7, and 8 Click Extra Video Links  Test Chapters 5, 6, 7, and 8 and all other materials (videos and culture quizzes) 100 questions, 2hours
<b>Week 3: June 15 - 21, Monday to Sunday</b>  You may work ahead but you must have completed your Test by 11:59 pm central time on Sunday June 21th.	Chapter 9 Video Lecture Topic - Product and Service Branding Decisions Chapter 10 Video Lecture Topic - International Product and Services Strategies Chapter 11 Video Lecture Topic - Managing International Distribution, Operations, and Logistics Chapter 12 Video Lecture - International Retailing	Read Chapters 9, 10, 11, and 12 View Video Lectures 9, 10, 11, and 12 Click and view extra video links Test Chapters 9 ,10, 11, and 12 and all other materials 100 questions, 2hours

<b>Week 4: June 22 - 28, Monday to Sunday</b>  You may work ahead but you must have completed your Test by 11:59 pm central time on Sunday August 5 <sup>th</sup> .	Chapter 13 Video Lecture Topic:- International Promotional Mix and Advertising Strategies Chapter 15 Video Lecture Topic: - International Personal Selling and Sales Management Chapter 16 Video Lecture Topic:0 International Pricing Strategy Chapter 14 Video Lecture Topic: - International Publicity, PR, and Sales Promotion Strategies	Read Chapters 13, 14, 15 and 16 View Video Lectures 13 14a and b, 15, 16 a and b Click on Links Test on Chapters 13, 14, 15, 16, all Video Lectures and links
<b>Week 5: June29 - July 3: Monday to Friday</b>  You may work ahead but you must have completed your Test and Assignment by 11:59 pm central time on Friday, July 3rd.	Time to work on individual assignment	Assignment - Due Optional comprehensive exam to replace one low test score 100 questions 2 hours

## TECHNICAL INFORMATION

**This is an online class you are expected to have a stable internet connection. Not having a good connection is not an accepted excuse for late or incomplete work.**

### Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing [itsupport@patriots.utt Tyler.edu](mailto:itsupport@patriots.utt Tyler.edu) or call 903-565-5555, or on the left-hand menu bar is a question mark (with the word Help underneath it). If you click the question mark you will be able to directly access Canvas Support via live chat or phone.

## TECHNICAL INFORMATION

1. It is recommended that you use the internet browsers [Google Chrome](#) or [Mozilla Firefox](#) when using Canvas. If you do not have one of those browsers, you may want to download one or both to your computer.
2. If you already have one of the recommended internet browsers on your computer, you may need to update plug-ins that are needed to use all features of Canvas. These plug-ins include:
  - o [Adobe Reader](#)
  - o [Adobe Flash Player](#)

- [Java](#)

3. Please review the [UT Tyler Student Resource for Blended and Online Courses](#).

**Please Note:** The videos for this course are hosted in YouTube. To view at the highest quality, please adjust each video to HD quality. You can also turn on Closed Captioning and/or view the transcript.

### **Quick Canvas Tips**

- Use the **Previous** and **Next** buttons at the bottom of the page to move through pages of the Modules.
- Some links may be followed by a "**Preview the Document**" icon which, when selected, will open the in-line preview to allow you to view the document on the page without downloading. If you click the text link, the document will download to your computer or device.
- Links that will open an external website or page will show the "**Links to an External Site**" icon following the link.

### **Netiquette Guide**

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

<http://www.learnthenet.com/learn-about/netiquette/index.php>

### **ACADEMIC DISHONESTY STATEMENT**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

## **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