

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Summer 2023, session 2**  
**July 3 to August 4, 2023**

**COURSE NUMBER:** MARK 4360.460

**COURSE TITLE:** International Marketing

**INSTRUCTOR:** Dr. Barbara Ross Wooldridge

**OFFICE :** Virtual

**vEMAIL:** 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, 7<sup>th</sup> 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](http://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 (W1, W2, W3, W4)
- (2) Insights into macro-environmental perspectives of doing business outside the home country. (W1)
- (3) Analytical ability to make marketing decisions facing all firms engaged in business outside the U.S. (W3, W5)
- (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. (WK2, WK 3)

**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, except for bonus points for Getting Started quiz and Introduction Discussion Board**

<b>ITEM</b>	<b>VALUE</b>	<b>PENALTY</b>	<b>IF</b>	<b>NOT</b>
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		<b>COMPLETED</b>
Duo Lingo	100	<b>-100</b>
Exam 1	100	
Exam 2	200	
Exam 3	200	
Exam 4	200	
FINAL EXAM*	200*	
Project Part 1	100	<b>-100</b>
Project Part 2	100	<b>-100</b>
Introduction Discussion Board	<b>Bonus 10 points</b>	<b>-35</b>
<b>Getting Started/Syllabus Bonus Quiz</b>	<b>Bonus 10 points</b>	
<b>TOTAL POINTS</b>	<b>1,000</b>	

**\*The comprehensive final exam is optional. If you take the comprehensive exam, you may use it to replace a missing exam grade or replace a low exam grade\*\*. There are no makeup exams. If you miss an exam, 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. \*\*If you miss or want to attempt to replace the first exam which is worth only 100 points – your final exam score will be reduced by 50%.**

**NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

### **ATTENDANCE POLICY**

**If you have not turned-on notifications, I highly recommend you do.** Look on the right-hand side of the class home page and you will see a notifications button. Click on it and make sure notifications are turned on. To be successful in this online class you need to be engaged with the materials. You should be sign into CANVAS several times a week and read all announcements and emails.

### **Technology Statement**

To be successful in this online course you will need regular access to a computer and a stable internet connection. While mobile devices are great for checking your grades or watching a video, relying on them as your primary method for taking an online course can be problematic. Internet or computer issues are not a valid excuse for late or missing assignments.

If you have any problems accessing Canvas, connecting to Wi-Fi, or using any other technical issues, contact the 24/7 Canvas Support (you need to be logged into Canvas to access it). You can also contact UT Tyler IT Support [itsupport@uttyler.edu](mailto:itsupport@uttyler.edu).

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

DATES/WEEK	TOPICS	ASSIGNMENTS
<p><b>Week 1: July 3 to July 9, Monday to Sunday</b></p> <p>You may work ahead but you must have completed your <b>Test by 11:59 pm central time on Sunday July 9.</b></p>	<p>Video Lecture -Bizarre Foods</p> <p>Chapter 1 Video Lecture Topic: Introduction to International Marketing</p> <p>Chapter 2 Video Lecture Topic:- The Global Economic Environment</p> <p>Chapter 3 Video Lecture Topic:- International Trade: Institutional Barriers and Facilitators</p> <p>Chapter 4 Video Lecture Topic:- Regional Economic and Political Integration</p>	<p>Introduction Discussion Board</p> <p>Read Chapters 1, 2, 3, and 4</p> <p>View Video Lectures 1, 2, 3, and 4</p> <p>Click and view extra video links</p> <p>TEST Chapters 1, 2, 3, and 4 (plus videos) and getting started materials 100 questions 100 minutes.</p>
<p><b>Week 2: July 10 to July 16 Monday to Sunday</b></p> <p>You may work ahead but you must have completed your <b>Test by 11:59 pm central time on Sunday July 16.</b></p>	<p>Chapter 5 Video Lecture Topic: –Social and Cultural Environments</p> <p><a href="#">Chapter 6 Video Lecture</a> <a href="#">Topic: – International Marketing Research: Practices and Challenges</a></p> <p>Chapter 7 Video Lecture Topic: – International Strategic Planning</p> <p>Chapter 8 Video Lecture Topic:- Expansion Strategies and Entry Mode Selection</p>	<p>US Culture Quiz</p> <p>Global Culture Quiz</p> <p>Business Culture Quiz</p> <p>Read Chapters 5, 6, 7, and 8</p> <p>View Video Lectures 5 (two videos), 6, 7, and 8</p> <p>Click Extra Video Links</p> <p>Test Chapters 5, 6, 7, and 8 and all other materials (videos and culture quizzes) 100 questions, 100 minutes.</p>
<p><b>Week 3: July 17 to July 23 Monday to Sunday</b></p> <p>You may work ahead but you must have completed your <b>Test by 11:59 pm central time on Sunday July 23.</b></p>	<p>Chapter 9 Video Lecture Topic – Product and Service Branding Decisions</p> <p>Chapter 10 Video Lecture Topic – International Product and Services Strategies</p> <p>Chapter 11 Video Lecture Topic – Managing International Distribution, Operations, and Logistics and Retailing</p>	<p>Read Chapters 9, 10, and 11</p> <p>View Video Lectures 9, 10, and 11 (2 video lectures).</p> <p>Click and view extra video links</p> <p>Test Chapters 9 ,10, and 11, and all other materials 100 questions, 100 minutes.</p> <p><b>Project Part 1 Due</b> <b>YOU MUST START DUOLING ON July 23 to be able to complete the 10</b></p>

		<b>days.</b>
<p><b>Week 4: July 24 to July 30 Monday to Sunday</b></p> <p>You may work ahead but you must have completed your <b>Test by 11:59 pm central time on Sunday July 30.</b></p>	<p>Chapter 12 Video Lecture International Promotion Mix Chapter 13 Video Lecture International Personal Selling and Sales Management Chapter 14 Video Lecture International Pricing</p>	<p>Read Chapters 12, 13, and 14, View Video Lectures 12 (2 videos), 13 14 Click on Links Test on Chapters 12, 13, 14, all Video Lectures and links and all other materials 100 questions 100 minutes.</p>
<p><b>Week 5: July 31 to August 4 Monday to Friday</b></p> <p>You may work ahead but you must have completed your <b>Test and Assignment by 11:59 pm central time on Friday August 4.</b></p>	<p>Time to work on individual assignment</p>	<p><b>Project Part 2 – Due</b> Last day to turn in Duo Lingo Assignment Optional comprehensive exam to replace one low test score 100 questions 100 minutes.</p>

#### **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.

#### **TECHNICAL INFORMATION**

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing [itsupport@patriots.uttyler.edu](mailto:itsupport@patriots.uttyler.edu)

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may visit the Help Tab in Canvas for useful information. Call the Canvas Support Hotline 844-214-6949 or Chat with Canvas Support <https://cases.canvaslms.com/apex/liveagentchat> .

### **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.