**Course Description:** 3 Credits.

Industry overview and structural analysis of marketing as it relates to international and internationalizing. Examines the cultural impact on the activities involved in delivering goods and services to the consumer.

**Prerequisite:** MARK 3311 - Principles of Marketing

**Meeting Time:** Tuesdays & Thursdays 11:00 am – 12:15 pm.

Assignments will have defined turn in dates and time frames.

**Place:** Business Bldg. Room 104

**Instructor:** Dr. Robert Paul Jones

**Office:** 122 Business Building, 3900 University Blvd. Tyler, TX 75799

**Phone:** 903-565-5871

**Email:** rjones@uttyler.edu

**Office Hours:** Tu 12:30 pm – 3:00pm & W 9:00 am – 12:00noon. Also available by appointment, email, Skype, or phone.


This text should be available used and for rent. If you purchase an earlier edition, case studies may be in different chapters, different titles, or not available. You will be responsible to locate the correct case study to complete your assignments.

YOU WILL NEED THIS TEXT TO COMPLETE ASSIGNMENTS
Supplemental Resources:

Electronic Sources

http://www.sba.muohio.edu/gifforjb/RetailSites.htm  http://retailtrends.com/

Trade Publications

- American Demographics  Brand Marketing
- Brandweek  Chain Store Age
- DNR  Integrated Technology
- Retail Technology  Stores
- VM&SD  WWD

Course Objectives: This course is designed to promote student knowledge in the following areas:

- Concepts of international marketing
- Role of marketing in the global economy
- Top global operations and performances
- Global market environment: economic, trade, social cultural, political, legal, and regulatory environments
- Strategic challenges of internationalization including sourcing, market entry strategies, product, brand and pricing decisions, and marketing communication decisions.

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://www2.uttyler.edu/wellness/rightsresponsibilities.php
Academic Integrity

Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to [http://www.uttleyer.edu/catalog/10-12/1491.htm](http://www.uttleyer.edu/catalog/10-12/1491.htm) to review the Academic Standards of Conduct.

Academic Dishonesty

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.

Copyright Infringement

Unauthorized distribution of copyrighted material may subject students to civil and criminal penalties under the Federal Copyright law, [http://www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Material subject to federal law includes, but is not limited to, printed materials, choreographic works, pantomimes, pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work. It also includes computer software, computer programs, musical works, sound recordings, and videos and other audiovisual work. It is also a violation of federal copyright law for any of the above to be electronically distributed through peer to peer sharing.

Students found in violation of the Federal Copyright law may also be subject to student disciplinary proceedings as described above.

For more information on what constitutes copyright infringement and penalties see The UT System's copyright information website [http://www.utsystem.edu/ogc/intellectualproperty/copypol.htm](http://www.utsystem.edu/ogc/intellectualproperty/copypol.htm).

Acceptance of Late Work:

Assignments are due prior to the start of class on the date specified. Therefore, work will be considered late if it is received at any point during the hour (e.g., due 2:00.00 pm and received at 2:00.01 pm). Work that is late will be assessed an **AUTOMATIC 10% REDUCTION** for that first day. The work will be assessed additional 10% reductions for each day that passes. Each following day will begin at 12:00 am CST.
**Makeup Exams:**

Makeup exams will be given for documented excuses only, which are subject to the instructor’s approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Make-up exams will be in an essay format and are considerably more difficult than the actual exam. The essay exam will be due during the next office hour’s period following the missed exam. Whenever possible every effort should be made to take the exam as scheduled.

**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.uttler.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 that students need to be aware of. 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 Accommodation**

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis.

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@utttyler.edu

**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**

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 issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational
Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

**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.

**MARK 4360 – International Marketing**

**Spring 2014**

**Semester research project:**

**Objectives of Project:** To develop an awareness of the culture and business practices of different countries. This is a “group” project.

**Groups:** Each member must make an equal contribution. Those whose only contribution is hosting meetings or typing will be greatly disappointed in their grade for the project.

1) Choose a Latin American country which you would like to learn more about. This should be a country for which there are available data on the below noted categories.

2) Select a company, based on your research into a country, which would benefit by entry into the country. This company can be B2B or B2C and should not now be in that country. (If the company had been in the country and left, you must demonstrate why now is a good time to return and how your plans will address earlier missteps.) Determine a method of entry, and expansion plans. Include targeted locations, customers, and a standardization or adaptation strategies for the product and promotion.

3) **Format:** *PowerPoint* - This should be in six main sections: **A)** Statistical background of the country (e.g., population, GNP/GDP, income, major imports and exports, political/government structure, etc); **B)** Important cultural aspects; **C)** Important business customs, practices, etc. **D)** Select a business based on your research which you feel would be suitable for this country. Highlight what elements in particular support this selection. **E)** Describe the method of entry into the country including location strategy and why; **F)** describe the target population and the preferred marketing methods to reach them.

Your PPT should be approximately 12-18 (numbered) slides long (excluding references), with no more than 8 lines of text per slide, and no more than 8 words per line, using no smaller font than size 24, preferably Tw Cen MT (Body).
References should be properly cited using the APA 6th format, and include the reference list at the end of the presentation slides. Include the appropriate citations in the notes section of the PPT for each slide as well as a comprehensive list at the end of the presentation.

Slides should also include relevant images which help to emphasize your message. Do **NOT** include video or sound.

The presentation will be given during class. All group members will participate in the presentation. Presenters should be professionally dressed and prepared for the presentation. Each presentation will last between 15 – 20 minutes. No presentation will run beyond 20 minutes.

The grading for the presentation will include scores for the material and for the presentation.