



MKTG 4643 International Marketing Course Syllabus

Contact information

Class location/time: Online
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Message From Your Instructor

Hello everyone. I am glad that you have started a fascinating journey of learning Marketing. My goal as an instructor is to equip you with practical knowledge and skills in Marketing so you can be prepared for your career and the next chapter of life. I want you to be successful in this learning process and thrive with new skills and knowledge. Teaching and Marketing are my passions in life. I hope you have the best learning experience and find excitement in this subject, as I do.

Welcome to MKTG 4643 International Marketing Course

Today, every business is international in that its performance is impacted by events that occur in the global marketplace. For instance, markets for most raw materials are international, customers for most products reside around the globe, and competition for most industries comes from foreign countries. Even without a brick-and-mortar store abroad, a company can reach global markets by using digital platforms. Thus, companies need a good understanding of international marketing practices to survive and prosper in this business environment. Consistent with this need, this course is designed to provide you with an overview of international marketing involving digital and traditional practices. My goal is to prepare students for being competitive in the rapidly globalizing world.

Textbook (Recommended):

Phillip R. Cateora, International Marketing, 19th edition, McGraw-Hill (ISBN: 9781266148637)

* Lecture slides and additional materials will be available on D2L.

Course Description:

The course aims to provide students with an understanding of the unique challenges and opportunities involved in marketing products across different cultures and countries. This course will cover a range of topics, including global marketing strategies, international market research, cultural differences and their impact on consumer behavior, and the management of global marketing campaigns.

Prerequisites: Junior standing or above or consent of the chair, and MKTG 3723

Learning Goals

At the end of the semester, you should be able to:

- Understand issues related to globalization and international business activities
- Develop a broader understanding of the cultural, economic, and political dynamics within which international marketing is conducted
- Apply the learned knowledge to develop a marketing strategy and to assess an opportunity for international marketing
- Be aware of the ethical ramifications related to conducting international marketing
- Enhance skills in writing, presentation, and communication through projects related to international marketing

Expectations:

You can expect that I will:

- Provide you with course materials and assignments on time
- Create assignments that are directly relevant to course expectation
- Create a welcoming and inclusive class environment
- Be responsive to you
- Be fair in grading
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

I can expect that you will:

- Understand how to use D2L
- Watch all lectures and check D2L on a regular basis
- Turn in completed assignments on time
- Actively participate in class discussions and projects
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

Grading:

Students can expect to see grades posted in D2L within a couple of weeks of the assignment's due dates. Final grades are based on the elements below:

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	200
International market entry project	100
Case study	50
Discussion (5 discussions x 20 points)	100
Bad ad contest	50
Total Course Points	800

Grading Scale:

Actual Points	Percentage	Letter Grade
720 and higher	90 and above	A
640 to 719	80 to 89	B
560 to 639	70 to 79	C
480 to 559	60 to 69	D
Below 479	Less than 59	F

Brief Descriptions of Course Requirements

Exams:

There are three online exams, including a comprehensive exam. Each exam will include multiple-choice, open-ended questions, and a short essay. You are required to use LockDown Browser and a webcam for exams.

International market entry project:

You will develop a plan to sell a product in a target country. This project is designed to give you hands-on experience developing an international marketing plan. The target country will be selected by an instructor. After analyzing the target country, you are expected to find a product to market in the target country, decide on an entry strategy, and develop a plan for distribution, pricing, and promotion. You are required to submit a target country analysis by ***Friday, November 3rd at 11:59 pm.** Also, a final paper and a recorded presentation video should be submitted by ***Friday, December 8th at 11:59 pm.** More details will be provided during the term.

Case study:

There is one case study. Putting yourself in the shoes of a company in a given case, you should carefully assess the key issue and develop an idea of how to solve it. You will submit a case report by ***Friday, October 13th at 11:59 pm.** Details will be available in D2L.

Discussion:

There are five discussions relevant to the weekly lecture topics. Each discussion topic is worth 20 points. Your answers should be logical and thoughtful, reflecting upon your experiences and the lecture content. The due is by Friday of the week. Also, you will need to respond to at least 3 other student's postings to get full points. Note that you need to avoid postings that are limited to "I agree" or "great ideas." If you agree with a posting, you need to say why you think that way.

Bad ad contest:

Not all companies succeed in marketing communication. Many failed cases exist worldwide. This assignment is designed to learn about what NOT to do when you create a marketing communication strategy. In this assignment, you will research and find a bad international advertisement. Bad advertisement means any form of communication, such as print ads, TV commercials, or social media posting, which is unclear, offensive, unethical, or ineffective in delivering promotional messages. Find the worst ad and submit a report with reasonings why the ad failed and how to make it better by ***Friday, October 20 at 11:59 pm.** All submitted

ads will be put into an anonymous survey and evaluated by your classmates. A student who found the worst ad will get the highest score in this assignment.

Bonus credit:

Creative and easy bonus assignments will be given during the term. Don't miss the chance.

Course General Rules and Policy

Inclusive Classroom Policy:

All students should feel comfortable, safe, and happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Communicate professionally.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Think before you type. Keep in mind that online posts can be permanent.
- Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
- Be a human.

Late Work:

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission.

Makeup Work/Tests:

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero for all late assignments, exams, and projects.

Note: The due dates and times for the activities will adhere to the Central Time Zone.

LockDown Browser + Webcam Requirement:

This course requires the use of a LockDown Browser and a webcam/microphone for online exams. The webcam/microphone can be the type that's built into your computer or one that plugs in with a USB cable. Please note that at this time, Chromebooks are not compatible.

Final Grade:

Final grades will be posted via standard University channels and D2L.

Grade Changes:

No grade except I may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Course Incomplete:

A student is expected to complete a course during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester, or the incomplete grade will become an F.

Grade Appeal Process:

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details.

Academic Dishonesty:

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the [Midwestern State University Undergraduate Catalog](#).

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:

- Copying someone's homework and submitting it as your own.
- Allowing another student to copy your solutions.
- Looking or glancing at another student's answer sheet during an exam or quiz.
- Using a programmable calculator or electronic device during an exam or quiz.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3 (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. <https://chat.openai.com/>" Material generated using other tools should follow a similar citation convention.

Disability Support Services:

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request an accommodation, that student should please see me as soon as possible.

Important Dates:

- Change of schedule or late registration: August 28 to 31
- Last Day for "W", 4:00 pm: October 30
- Thanksgiving Holiday: November 21, 10 pm – November 27
- Last day of classes: December 8
- Final examinations: December 9 –
- Commencement: December 16

Schedule (subject to change if necessary)

Date	Topics	Assignments/Memo
Week 1	<ul style="list-style-type: none"> • Course Orientation • Introduction to International Marketing 	<ul style="list-style-type: none"> • Familiarize yourself with D2L/course syllabus
Week 2	<ul style="list-style-type: none"> • Culture and marketing (1) 	<ul style="list-style-type: none"> • Discussion 1 (Friday, Sep 8)
Week 3	<ul style="list-style-type: none"> • Culture and marketing (2) 	<ul style="list-style-type: none"> • Discussion 2 (Friday, Sep 15)
Week 4	<ul style="list-style-type: none"> • Culture and marketing (3) 	<ul style="list-style-type: none"> • Discussion 3 (Friday, Sep 22)
Week 5	<ul style="list-style-type: none"> • Exam 1 	<ul style="list-style-type: none"> • Exam 1 (Thursday, Sep 28) • Zoom Project Meeting (TBD)
Week 6	<ul style="list-style-type: none"> • Political and Legal Environment 	<ul style="list-style-type: none"> • Discussion 4 (Friday, Oct 6)
Week 7	<ul style="list-style-type: none"> • Case study 	<ul style="list-style-type: none"> • Case report (Friday, Oct 13)
Week 8	<ul style="list-style-type: none"> • Global marketing research 	<ul style="list-style-type: none"> • Bad ad submission (Oct 20)
Week 9	<ul style="list-style-type: none"> • Global marketing planning 	<ul style="list-style-type: none"> • Discussion 5 (Friday, Oct 27)
Week 10	<ul style="list-style-type: none"> • Entry strategy 	<ul style="list-style-type: none"> • Market analysis/product selection (Friday, Nov 3)
Week 11	<ul style="list-style-type: none"> • Exam 2 	<ul style="list-style-type: none"> • Exam 2 (Thursday, Nov 9)
Week 12	<ul style="list-style-type: none"> • Products and services for consumers 	<ul style="list-style-type: none"> • Project work
Week 13	<ul style="list-style-type: none"> • International marketing channels 	<ul style="list-style-type: none"> • Project work
Week 14	<ul style="list-style-type: none"> • Pricing for international markets 	<ul style="list-style-type: none"> • Project work
Week 15	<ul style="list-style-type: none"> • Final Project Due/Exam Prep 	<ul style="list-style-type: none"> • Final report and recorded presentation submission (Friday, Dec 8)
Week 16	<ul style="list-style-type: none"> • Final Exam (Comprehensive exam) 	<ul style="list-style-type: none"> • Exam 3 (Monday, Dec 11)