



MKTG 4643 International Marketing Course Syllabus

Contact information

Class location/time: Dillard Building 328, Tuesday and Thursday 9:30 am - 10:50 am
Professor: Eunyoung Jang, Assistant Professor of Marketing
Office: Dillard Building 276
Office Hours: Tuesday and Thursday 2:00 pm - 3:00 pm, Wednesday 9:30 am - 12:30 pm; or by appointment
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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, to survive and prosper in this business environment, companies need a good understanding of international marketing practices both online and offline. 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, 18th edition, McGraw-Hill (ISBN: 978-1-259-71235-7)

* Lecture slides will be available on D2L AFTER each lecture. Additional materials and all instructions for assignments and a group project will be available on D2L.

Course Description:

This course is a study of international marketing, world markets, political restraints in trade, and international marketing practices.

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 key concepts in the field of international marketing
- Develop a broader understanding on 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 of writing, presentation, and communication through team projects related to international marketing

Expectations:

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend all classes
- Submit assignments on time
- Actively participate in class discussions and a group project
- 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

You can expect that I will:

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

Grading:

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

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	200
International market entry project	250
Case study	100
Article presentation	50
Attendance	50
Total Course Points	950

Actual Points	Percentage	Letter Grade
855 and higher	90 and above	A
760 to 854	80 to 89	B
665 to 759	70 to 79	C
570 to 664	60 to 69	D
Below 569	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 questions, open-ended questions, and a short essay. You are required to use LockDown Browser and a webcam for exams.

International market entry project (Group project):

You will develop a plan to sell a product in Asia with your group members. You are required to choose a product produced in the USA and will make a strategy to sell it to an Asia country. This project is designed to give you a hands-on experience of developing an international marketing plan. You are expected to analyze a target country, decide an entry strategy, and develop a plan for distribution, pricing, and promotion. Each group is required to submit a market analysis by Oct 14th at 5 pm, a final paper along with a PPT file by Nov 15th at 5 pm, and make a presentation between Nov 16th and Nov 18th. More details will be provided during the term.

Case study (Group project):

After reading two cases, you will navigate business challenges. Putting yourself in the shoes of the company, your team should carefully assess the key issue and develop an idea of how to solve it. Each team should submit a report on the case study day. Details will be available before the case study day.

5 minutes article presentation:

Two students as a team will be asked to select and present an interesting newspaper/magazine/online article that has valuable implications for international marketing (e.g., global market trends, marketing failure, success case). Please send me your chosen article or the link to the article by Sep 16th. We will start these short presentations (5 minutes) from Sep 28th. You will be asked to make 1-2 PPT slide(s) and distribute a summary of the article to your classmates and the instructor on the day of your presentation. You will be expected to briefly summarize the article, discuss any implications for international marketing, and answer questions.

Attendance:

I will randomly check your attendance. If you are absent, 5 points will be taken out from your scores. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, job interview, and illness) must give a written notice (e.g., send email).

Bonus credit:

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

Course General Rules and Policy

COVID-19 Policies:

Students may wear facemasks while in the Dillard Building at all times, except when making a class presentation. We'll maintain at least 6' social distancing at all times in the classroom. When you test positive for COVID-19, you must complete the [COVID-19 reporting form for students](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9) (click here: https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9).

Also, if you are feeling ill (no matter how minor), please do not attend the physical classroom session (you must email me), and we may schedule a meeting to make up for your missing classes. There is no plan to have a Zoom live stream in this course, but if the plan changes, I will update you immediately.

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 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: At this time, Chromebook's 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 of study 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:

With regard to academic honesty, students are referred to the "Student Honor Creed" in the Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is

an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

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 (i.e., within the first two weeks of the semester). Refer to my office hours and phone number shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

Safe Zones Statement:

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. It is the professor's expectation that all students consider the class a safe environment.

Important Dates:

Change of schedule or late registration: August 23 thru 26, 2021.

Deadline to file for December graduation: September 27, 2021.

Last Day to drop with a grade of "W": 4:00 pm, October 25, 2021.

It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

Refund and Repayment Policy:

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition and fees that were paid to MSU for the semester. However, if the student received financial aid, all or a portion of the refund may be returned to the financial aid programs.

Course Schedule:

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the course content and schedules are subject to change if it is necessary.

Schedule (subject to change if necessary)

Date	Topics	Assignments/Memo
Aug 24	<ul style="list-style-type: none">• Course orientation	Familiarize yourself with D2L/course syllabus
Aug 26	<ul style="list-style-type: none">• Introduction to International Marketing	
Aug 31	<ul style="list-style-type: none">• Culture and marketing (1)	

Sep 2	<ul style="list-style-type: none"> • Culture and marketing (2) 	
Sep 7	<ul style="list-style-type: none"> • Culture and marketing (3) 	
Sep 9	<ul style="list-style-type: none"> • Case study 1. Wilcox Fresh 	Case study report 1 (Bring your laptop)
Sep 14	<ul style="list-style-type: none"> • Political and Legal Environment 	
Sep 16	<ul style="list-style-type: none"> • Review 	Article selection by Sep 16
Sep 21	<ul style="list-style-type: none"> • Exam 1 	
Sep 23	<ul style="list-style-type: none"> • Group project day 1 	Team building & Case selection
Sep 28	<ul style="list-style-type: none"> • Global marketing research 	Article presentation 1 & 2
Sep 30	<ul style="list-style-type: none"> • Global marketing management (1) planning 	Article presentation 3 & 4
Oct 5	<ul style="list-style-type: none"> • Global marketing management (2) entry strategy 	Article presentation 5 & 6
Oct 7	<ul style="list-style-type: none"> • Case study 2 	Case study report 2 (Bring your laptop)
Oct 12	<ul style="list-style-type: none"> • Products and services for consumers 	Article presentation 7 & 8
Oct 14	<ul style="list-style-type: none"> • Guest speaker 	Submit market analysis by Oct 14
Oct 19	<ul style="list-style-type: none"> • Review 	
Oct 21	<ul style="list-style-type: none"> • Exam 2 	
Oct 26	<ul style="list-style-type: none"> • Group project day 2 	
Oct 28	<ul style="list-style-type: none"> • International marketing channels 	Article presentation 9 & 10
Nov 2	<ul style="list-style-type: none"> • Pricing for international markets 	Article presentation 11 & 12
Nov 4	<ul style="list-style-type: none"> • Promotional strategy 	Article presentation 13 & 14
Nov 9	<ul style="list-style-type: none"> • International festival 	
Nov 11	<ul style="list-style-type: none"> • Group project day 3 	Submit a final paper/ppt by Nov 15
Nov 16	<ul style="list-style-type: none"> • Group presentation 	
Nov 18	<ul style="list-style-type: none"> • Group presentation 	

Nov 23	<ul style="list-style-type: none"> • No class -Thanksgiving holiday 	
Nov 25	<ul style="list-style-type: none"> • No class -Thanksgiving holiday 	
Nov 30	<ul style="list-style-type: none"> • Review/Class wrap-up 	
Dec 2	<ul style="list-style-type: none"> • No class/Prepare exam 	Optional Q&A Sessions
Dec 7	<ul style="list-style-type: none"> • Final Exam (Comprehensive exam) 	